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PUBLISHED FOR THE BAKERS OF AMERICA



...Associated with...
The NORTHWESTERN
MILLER

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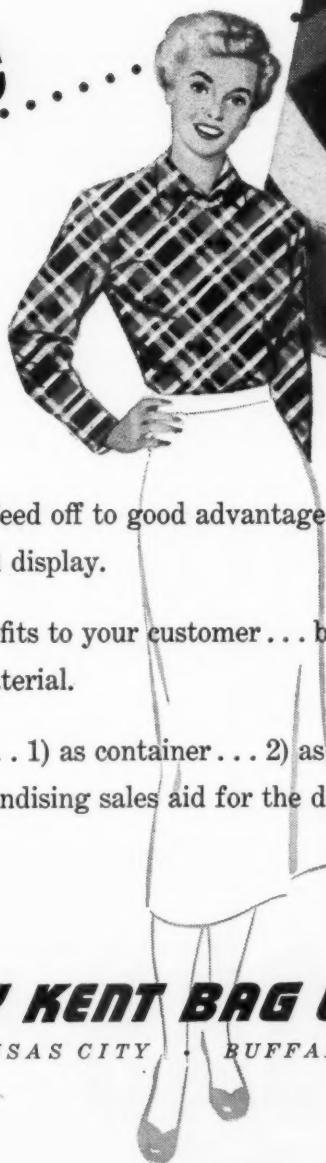


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The American Baker

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The Northwestern Miller • Feedstuffs • Milling Production

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1. Buy your flour in
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Bemis is a major
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Milled exclusively from scientifically selected varieties of finest hard wheat under constant Laboratory Control.

The WILLIAM KELLY MILLING COMPANY
Capacity 5,000 Sacks HUTCHINSON, KANSAS

Grain Storage 1,000,000 Bus.



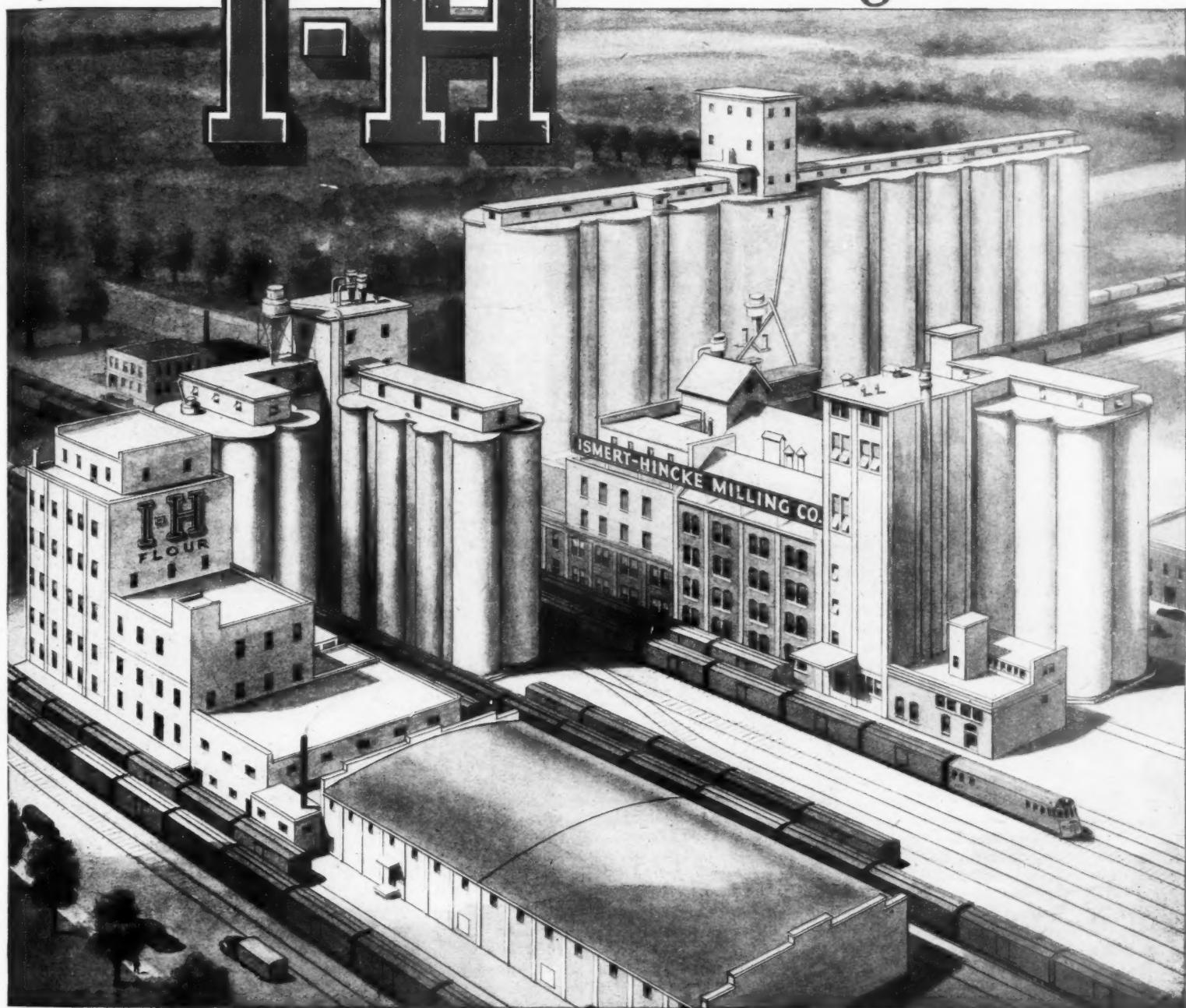
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If it's **I-H** milled - it's "good" flour!



MILLS AT TOPEKA, KANSAS — 8,000 Cwts. Daily Capacity • Mill and Terminal Grain Storage 1,500,000 Bus.



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Cheapest Food

THREE is a new crop year just ahead and Nature's bounty will again be harvested to provide the Staff of Life for millions in this nation. As in every crop year, we will again be milling I-H flours from the first-choice hard winter wheats, carefully selected by expert buyers for just the right baking characteristics. That's why I-H flours are so good all year around.

THE ISMERT-HINCKE MILLING COMPANY
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This story goes back about 40 years to Paris, France. A new sensation blazed across the tennis world. He was William Laurentz, a handsome young Frenchman, son of a rich aristocratic family. Then quite suddenly, another fine tennis player appeared on the scene. He was a stocky lad, named Andre Gobert—son of a humble poor family. The two met in the final round of the championship to decide the greatest tennis player in all France! But that match was never finished, for one of Andre Gobert's powerful smashes struck William Laurentz in the eye. He was rushed to the hospital where his injured eye was removed.

That tragic accident ruined both men as singles tennis players. Laurentz was no longer the dashing player of the tennis courts, while Gobert was no longer the powerful hitter. One was careful—and the other was afraid to hit hard.

Then one day, they teamed up as a doubles combination. A strange new magic came over both of

them, for they became a remarkable winning doubles team. They swept all opposition before them on their march to tennis glory. But those two players formed a strange winning combination. For the two players hated each other, Laurentz because his partner had blinded him; Gobert because his team mate treated him like dirt. Finally they broke up. It was the end of two tennis careers, for neither player ever again could win another tennis match.

Yes, teamwork is a vital part of any sport . . . or any business. Commander-Larabee is proud to be wholeheartedly on the *baker's* team, with its giant mills, storage and research facilities, and skilled personnel devoted to serving the baking industry of America. This close attention to the baker's needs has paid off with finer, more precise milling . . . better, more uniform flours season after season. There are Commander-Larabee flours to meet all your baking needs. You can depend on them for superior baking results every time.



Commander-Larabee Milling Company

GENERAL OFFICES

MINNEAPOLIS • 2 • MINNESOTA

Editorial . . .

Fighting the "Fattening Phobia"

(See News Story on Page 30)

THE nation's baking industry is rapidly capitalizing on the consumer's increasing nutritional consciousness. Late last month, the Bakers of America Program, with the cooperation of the Wheat Flour Institute, released to bakers throughout the country a promotional plan designed to answer the question: How much more bread will America eat, if the nation eats all it wants without fear of getting fat?

This powerful promotional weapon to combat consumers' feeling that "bread is fattening" has knocked the last prop from under the baker who asks helplessly, "What can I do?" No longer can doing nothing be excused.

The atomic weapon of the breadstuffs industries is the scientific proof that bread is not fattening. It is perhaps the major item in an arsenal of ammunitions. The arsenal comes neatly packaged as a kit of promotion materials designed for the use of bakers and millers. The kit is being released to bakers by the Bakers of America Program. Included are copies of "Common Sense Weight Reduction," a pamphlet which tells of the now celebrated Leverton weight reduction studies bearing the seal of acceptance of the American Medical Assn.; publicity materials for use by newspapers, radio and television; sample newspaper advertisements and luncheon club addresses, and a how-to-do-it outline for making the most of the varied campaign ammunition.

Early evidence seems to indicate that the promotion to "fight the fattening phobia" will snowball into something of great and continuing benefit to the baking industry and its ally, the milling industry.

The bakers' promotional kit strikes at the heart of the problem with the announcement—"Now . . . in the 10th year of enrichment, here's how you can sell more bread, Mr. Baker! Cash in on the fact that BREAD IS NOT FATTENING."

According to those who developed the campaign four of every 10 people have tried weight control. Twice as many women as men try to lose weight. There's an average of at least one overweight person in every family. Bread is usually the first food eliminated in any reducing regime.

According to Howard Lampman, director of the Wheat Flour Institute, and Walter Hopkins, director of the Bakers of America Program, the campaign is rapidly gathering a full head of steam.

Mr. Lampman reports that already one quar-

ter million of the "Common Sense Weight Reduction" leaflets are in circulation, distributed by newspapers, radio stations, food editors, millers, bakers, regional home economists and as a result of direct inquiry to the Wheat Flour Institute. Bakers are ordering advertisements, outsheets and endsheets as well as leaflets.

Mr. Hopkins said upwards of another one-quarter million orders were on the books as of June 4. More than 3,000 bakers received the promotional kit from the Bakers of America Program. Flour mills have ordered 3,000 kits to give to flour salesmen for circulation.

The milling industry is cooperating wholeheartedly to accomplish the double purpose of helping its best customer increase his sales, and at the same time increase the per capita consumption of flour.

Both industries are to be congratulated for the awareness of mutual problems that fathered the promotion. Dr. Leverton's diet study became a boon to these industries when, in the face of stepped-up interest in nutrition, it was proved that a beneficial and effective reducing diet can include baked foods at every meal.

• • •

A Better Press for Bread

ENRICHED flour and bread "wear well" with the nutritional world. The idea caught on at the very beginning and long before the close of the first decade of enrichment it had been accepted by all but a ragged fringe of hard-to-kill crackpots.

Faith in the principle of enrichment, which at first was its chief support, has been rewarded by performance. Enrichment has established itself in fact as well as in theory.

The extraordinary record of public acceptance has been reflected in a "good press." Hard experience teaches the press to be skeptical, but in the case of enrichment it was soon carrying the banner on its own initiative. Public relations indoctrination by the breadstuffs industry, the medical profession and the most responsible of our nutritional leaders has been of a highly effective nature, and there is still need of it in keeping the gospel of enrichment in step with the movement's continuing development and demonstration, but the whole matter has moved over from the publicity hand-out column to the news page and the contents bill.

Recent magazine treatment of enriched flour and bread was stimulated by the Leverton diet studies which caused a mild nutritional sensation through their demonstration that bread is not fattening and should be a liberal constituent of any reducing diet. Illustrated articles in Look gave prominence to these facts.

Currently, What's New in Home Economics contains a flattering appraisal of the first 10 years of enrichment, which is hailed as "a phenomenal success" in improving health on a country-wide basis. Today's Health, published by the American Medical Assn., goes on the warpath against "a fashionable food cultist who claims that enriched white flour is void of all life-giving elements" and presents convincing and emphatic arguments to the contrary.

These are but samples of what might go into the enrichment clipping book. Radio and television are doing their part, too. The enrichment decennial is attracting wide attention and several national magazines are known to be preparing articles covering this and the general progress and status of the movement. Some day, we feel almost sure, even Reader's Digest, that hospitable haven for the bread crank, will have a good word to say for the modernized Staff of Life.



SPECIFIC PRICE ORDER: A price control order drafted specifically for the baking industry and making allowance for rising distribution costs is a necessity for the industry, John T. McCarthy, Jersey Bread Co., Toledo, chairman of the American Bakers Assn., told the ABA governors at a meeting in Houston recently. At a reception before the governors' session, Henry Stude of Houston was honored for more than 50 years of service to the baking industry.

Details on page 11

INDUSTRY PROFITS: Rising labor and distribution costs are causing a downward trend in the baking industry's profits, the Senate Agriculture Committee has reported. A government study, covering a period of 1945 to 1951, indicates that although gross sales have mounted nearly one-fourth, rising expenses are chipping away at profits, which have maintained a steady level since the end of World War II.

Details on page 10

ARBA CONVENTION: Members of the Associated Retail Bakers of America were presented with an optimistic outlook for the baking industry at the group's annual meeting in Pittsburgh in May. The need for cooperation for solving common problems was stressed throughout the three day meeting, as speakers covered a wide range of sales, merchandising, production and equipment topics.

A full report beginning on page 12

FLOUR MARKET: Improved crop prospects during May and a lull in export sales turned wheat prices downward by early June, according to George L. Gates, market editor of The American Baker. Meanwhile, a slump in millfeed prices offset the wheat drop in calculation of flour quotations. Indications are that the price impact of new crop marketing will be at least partially offset by renewed export demand and price support operations.

For details see page 14

SBA EDUCATIONAL PROGRAM: Members of the Southern Bakers Assn. heard reports on the baking industry educational program, a special SBA project, being developed at Florida State University during the association's annual convention in Palm Beach recently. The college course, first of its kind for students interested in the industry, is national in scope and inquiries have been received from all parts of the U.S. and from several foreign countries, it was reported.

Convention report on page 17

"FATTENING PHOBIA" ATTACKED: A mighty promotional effort built around the Leverton diet and aimed at eliminating "the fattening phobia," has developed into a major industry project since its recent launching. Backed by the Bakers of America Program and the Wheat Flour Institute, the program is designed to convince consumers that bread is not fattening and that an effective diet can include bread and baked products.

Details on page 30

(Additional Spotlight Comment on page 66)

Next Month . . .

• **PINEAPPLE** for summer sales will be the formula feature of A. J. Vander Voort, technical editor, in the July issue of *The American Baker*. Pineapple is one of those ingredients that are cool and refreshing for which the public is looking during the hot summer months, Mr. Vander Voort points out. With color, flavor and sales appeal, pineapple is ideally suited for use in baked goods. Next month's formula pages will contain a variety of ideas for cakes, biscuits, muffins, pies, and other products made with pineapple.

• **FLEET MAINTENANCE** during the present emergency is the title of a feature article to appear in the July issue of *The American Baker*. Written by H. O. Mathews, Standard Brands, Inc., the article is full of tips which bakers can use to add months of service to their trucks. Point by point, Mr. Mathews checks off things to look for in truck maintenance.

This Month . . .

Flour Market Review	Page 14
Formulas	Pages 22, 23
Merchandising, Advertising and Selling	Pages 26, 27, 30, 31
Successful Selling	Page 31
Ringing the Baker's Doorbell	Page 38
Do You Know?	Page 42
Worth Looking Into	Page 54
In the Industry Spotlight	Pages 9, 66
Crusts and Crumbs	Page 68
Convention Calendar	Page 73
Index to Advertisers	Page 88

Baking Industry Costs Up, Profit Down

SENATE GROUP FINDS BAKERS' NET PROFIT STABLE AT 3 TO 5%

Baked Foods Costs Increased by Rising Labor, Distribution Costs, Not Farm Products Prices—Ingredients Take Smaller Slice of Sales Dollar

WASHINGTON — A downward trend of baking industry profits in the face of rising labor and distribution costs is disclosed in a report of the Senate Agriculture Committee.

Sen. Allen J. Ellender (D., La.) attributed the rising costs of bread to pyramiding labor and distribution costs rather than increased prices paid for farm products used in baked goods. The stability of baking industry profits on capital invested since the end of World War II was also disclosed in the committee's report on operating costs and profits in the baking industry, released last week.

The analysis appears to negate earlier reports that the Senate subcommittee investigating the use of agricultural commodities used in foods (the Gillette committee) was preparing to blast the baking industry for excessive profits.

The government study, covering the period from 1945 to the first quarter of 1951, is based on reports from four large companies, and is supported in some instances by reports from five more companies for the same period. It indicates that although gross sales have mounted nearly one fourth, manufacturing, labor and packaging costs are also up.

The analysis confirms trade statements that the profit curve in the baking industry is sagging. For these companies, in 1950, profit on invested capital was 9.3% compared with 5.6% in 1945. However, peak profits such as the 13.1% top recorded in 1946 and 1948 are thought to be unattainable.

For the first quarter of 1951, the profit trend, after taxes, is still downward. (See table 1.)

The committee report shows that the baking industry has maintained approximately the same profit ratio to total sales (3 to 5%) since 1946.

"Between 3 and 4¢ out of each dollar spent for baking goods is kept by the baking companies as net profit after taxes," the report states.

The rise in distribution costs has not been checked on the basis of the first quarterly report of these companies for 1951 where another hike is reported. Distribution costs as a percentage of gross sales have been steadily climbing since a low point of 22.2% in 1946 to 26.6% in the first quarter of 1951.

This trend supports recent baking industry contentions that any price ceiling order which might be issued by the Office of Price Stabilization would have to take into consideration this distribution cost increase. At the time the OPS was planning to issue its general manufacturers' order, it was urged in some quarters that the baking industry should ask for coverage by that document, since it was a short-cut to relief from squeezes under the General Ceiling Price Regulation freeze.

Since the general manufacturers' order made no provision for relief

on advancing distribution costs, the Baking Industry Advisory Committee feared this order might be a trap which would delay issuance of a specific ceiling order for the baking industry, where general relief for all squeeze situations could be provided.

Coming at this time, the Senate committee study may assist the bakers' advisory committee in convincing OPS of the legitimacy of the claims it has been making.

The Senate Agriculture Committee puts considerable emphasis on the fact that the total ingredient cost of bakery products has been declining from the high point of 44.6% in 1947 to a new recent low of 36.9% of gross sales in the first quarter of 1951.

In this analysis of profit conditions in the baking industry, the report discloses that the cost of ingredients a pound of bakery products is now higher than in 1945 but below the peaks of 1947-48. For example, flour prices per pound of bakery goods was shown as 2.9¢ in 1950 and the first quarter of 1951, as compared with a low of 1.8¢ in 1945.

Likewise for all ingredients used in baked goods. For all ingredients in 1951's first quarter, these charges a pound of product amounted to 5.7¢,

Table 1—Selected Costs and Profits in Producing Bakery Products, 1945-1950*										
Year—	Manufacturing			Administration			Profits			Profits per \$100 invested capital
	Ingredients	labor	Distribution	costs	Percent	Percent	Before taxes	After taxes	Percent	
1945	40.2	13.4	23.3	2.6	5.4	2.4	5.6			
1946	40.9	12.1	22.2	2.5	8.7	5.2	13.1			
1947	44.6	11.4	22.7	2.2	6.0	3.6	10.3			
1948	41.9	11.7	23.4	2.1	7.4	4.5	13.1			
1949	38.4	12.6	25.4	2.4	5.9	3.7	9.6			
1950	37.4	12.7	26.2	2.4	6.4	3.6	9.3			
1951, 1st quart.	36.9	12.3	26.6	2.4	6.5	3.4	—			

*Summary of 4 large representative bakeries submitting comparable information on each of the items listed.

Table 2—Ingredient, manufacturing labor and packaging materials costs in producing bakery products 1946-50*

Year—	Gross Sales \$ Thousands	Ingredient cost Percent	Ratio to Sales				Per pound of product
			Total labor cost Percent	Manufacturing labor cost Percent	Packaging materials cost Percent	Sum of 3 items Percent	
1946	369,193	42.8	13.6	2.5	58.9		
1947	434,782	45.9	13.1	2.8	61.8		
1948	472,580	42.4	13.6	3.1	59.1		
1949	465,006	39.0	14.7	3.3	57.0		
1950	484,568	38.5	15.1	3.4	57.0		

*Summary of 9 representative bakeries submitting comparable information on each of the items listed.

Table 3—Cost of Major Items per Pound of Bakery Products 1945-1950*

Year—	Flour (cents)	All ingredients (cents)	Cost per Pound Product		
			Manufacturing labor (cents)	Total labor (cents)	Total distribution (cents)
1945	1.8	3.8	1.3	2.7	100
1946	2.2	4.5	1.3	3.0	244
1947	3.1	5.7	1.5	3.3	2.9
1948	3.2	5.9	1.6	3.7	3.3
1949	2.8	5.3	1.8	3.9	3.6
1950	2.9	5.4	1.8	4.7	3.8
1951, 1st quarter	2.9	5.7	1.9	4.4	4.1
Trends 1945-1950					
1945	100	100	100	100	100
1946	118	100	111	100	100
1947	172	150	115	122	132
1948	178	155	123	137	150
1949	166	139	138	144	164
1950	161	142	138	174	173
1951, 1st quarter	161	150	146	163	186

*Summary of 6 large representative bakeries submitting comparable information on each of the items listed.

not quite up to the peak established in 1948. While the trend of declining cost a pound of bakery goods may have been arrested for all ingredients, the flour component of this total has been relatively stable to slightly lower since 1947-48.

BREAD IS THE STAFF OF LIFE

READY TO BAKE FOODS BUILDS DALLAS PLANT

DALLAS—A new building is being erected here to house the Dallas plant of Ready to Bake Foods, Inc., Los Angeles biscuit maker. The firm formerly served the Dallas area out of Los Angeles, but decided to erect a Dallas plant to serve 16 states.

The plant, which has 17,000 sq. ft. was scheduled for completion early in June, according to A. Morton Mosher, southwestern sales broker for the firm. Hugh Fettley will be in charge of plant operations.

Steady Output of Food Processing Machinery Seen

WASHINGTON — Officials of the National Production Authority have expressed confidence that under the Controlled Materials Plan the output of food processing machinery will continue at a near pre-Korea level.

At worst, they believe, food processing machinery manufacturers likely will not be cut back to less than 85% of their use of CMP materials, steel, aluminum and copper. If such curtailment is made it would affect only the less essential equipment, NPA officials say. A supply of baking pans has been assured.

Estimated Per Capita Wheat Flour Use Rises to 136 Lb.

WASHINGTON—Civilian per capita consumption of wheat flour in 1951 will amount to an estimated 136 lb. This preliminary indication of per capita use was reported by the Bureau of Agricultural Economics in its latest National Food Situation report.

The new BAE report shows that apparent civilian per capita consumption of wheat flour in 1950 was also 136 lb. This figure, a preliminary figure, represents a 1-lb. increase over the 135 lb. reported for 1949.

Per capita consumption of 136 lb. in 1951 would be 86% of the 1935-39 average of 159 lb., and it compares with 155 lb. in 1941 and 156 lb. in 1946.

Prior to the recent revision, BAE's preliminary estimate of per capita consumption of flour in 1950 was 135 lb., the same as in 1949. However, a special BAE report last September on flour use indicated that per capita civilian use of flour in the 1949-50 crop year was 135.6 lb.

Per capita consumption of wheat breakfast foods in 1950 is estimated at 3.3 lb., unchanged from the previous year. The same rate of use is indicated for 1951, according to the report.

Per capita consumption of rye flour in 1950 is estimated at 1.4 lb. This represents no change from 1949, and the same rate is expected to hold for 1951.

BREAD IS THE STAFF OF LIFE

PAUL B. DUNBAR RESIGNS AS FOOD AND DRUG HEAD

WASHINGTON—The retirement of Dr. Paul B. Dunbar, commissioner of food and drugs, has been announced by Oscar R. Ewing, federal security administrator. Dr. Dunbar, who will be 69 May 29, has spent nearly 44 years in government service. His retirement was effective May 31.

He was succeeded by Charles W. Crawford, now deputy commissioner, who has been in government service 34 years. He began as an analyst at FDA's Chicago and New Orleans stations before coming to Washington in 1918. In 1928 he became head of a new division handling enforcement activities, four years later he was named assistant commissioner, and in 1944 he was appointed deputy commissioner.

Mr. Crawford was FDA's principal representative in discussions with legislative advisors and members of Congress who wrote the present Federal Food, Drug and Cosmetic Act passed in 1938.

Dr. Dunbar is a graduate of Gettysburg (Pa.) College, and obtained his

Ph.D. degree in chemistry from Johns Hopkins University. He was selected by Dr. Harvey W. Wiley as one of the original group to undertake enforcement of the Pure Food and Drugs Act of 1906. A food chemist, Dr. Dunbar started his career in the laboratory of the bureau of chemistry in Washington. In 1915 he became assistant to Walter G. Campbell, then chief of the eastern food and drug inspection district. In 1925 Dr. Dunbar was promoted to assistant chief of the bureau of chemistry, then headed by Dr. C. A. Browne.

When the FDA was established as a separate enforcement bureau in 1927, Mr. Campbell was made its chief with Dr. Dunbar as assistant chief. In 1944, Mr. Campbell retired and Paul V. McNutt, federal security administrator, appointed Dr. Dunbar to succeed him as commissioner of food and drugs.

BREAD IS THE STAFF OF LIFE

WARD BAKING CO. OPENS NEW PLANT IN SYRACUSE

SYRACUSE, N.Y.—A new \$500,000 automatic bakery, electrically controlled from mixing room to packaged loaves on the loading platform, was formally opened at the Ward Baking Co. plant here.

William G. Cahill, manager of the Syracuse District, said the formal opening also marked the 70th year the same family has managed the Tip Top Bakers' operation in the Syracuse area—the largest of the Ward bakeries outside New York City.

BREAD IS THE STAFF OF LIFE

VICTOR E. MARX LEAVES DRY MILK INSTITUTE

CHICAGO—Victor E. Marx, for the past nine years in charge of the bakery division of the American Dry Milk Institute, Inc., Chicago, has resigned, effective June 1, 1951.

Prior to joining the American Dry Milk Institute in 1942, Mr. Marx was for 13 years editor of Bakers' Helper, Chicago. Before that, he was for seven years instructor at the American Institute School of Baking, Chicago, having joined the original teaching staff when the school opened in 1922.

Mr. Marx has served the American Society of Bakery Engineers as secretary-treasurer, continuously since 1924 when the organization was founded, and at the annual meeting of the Society last March was re-elected for a five-year term.



Victor E. Marx

Governors of ABA Cite Need for Specific Industry Control Order

HOUSTON—A price control order drafted specifically for the baking industry and including allowance for rising distribution costs is a necessity for the industry, John T. McCarthy, Jersey Bread Co., Toledo, chairman of the American Bakers Assn., told the association governors here recently.

The ABA board, meeting with alternates and staff representatives of the association, the American Institute of Baking and the Bakers of America Program, heard Mr. McCarthy report facts regarding the present squeeze on bakers.

A decision as to whether such an order will be promulgated will be made in a few months, Mr. McCarthy said, adding that until that time the baking industry will con-

tinue to be covered by the General Ceiling Price Regulation.

"OPS has been informed," he said, "that bakers have had no expanded buying of their products, no widening of margins; we have less volume and profit than pre-Korea; we deplore necessity for price increases lest we price ourselves out of business and our employees out of jobs."

The Baking Industry Advisory Committee has indicated that a special order must include all bakery products and it must include all costs, particularly distribution costs excluded in some other price control orders."

Ralph Ward, chairman of the national affairs committee, stated that federal bread standards should not be expected before fall at the earliest. The standards, as drawn, have

been submitted to the Federal Security Administration administrator and sent back to the general counsel for further work, and resubmitted to the administrator, he said, noting that the controversial section 17.6, relating to partial whole wheat bread, was omitted from the last draft of the standards.

Continued progress in the matter of improved sanitation of railroad cars used for flour shipment was reported by Fred L. Cobb, Cobb's Sunlit Bakery, Green Bay, Wis., chairman of the baker-miller committee. The committee has been repeatedly in touch with railroads, individually, and through the rail associations, to clarify this troublesome problem he said. Reports from bakers and millers alike show positive and concrete progress. Mr. Cobb asked that bakers keep his committee posted on specific instances of better handling of flour shipments so that the railroad companies can be advised.

Walter Hopkins, director of the Bakers of America Program, reported that plans are now being shaped for submission to the program and planning committee for the theme of the 1952 campaign.

There has been a ready response to the campaign to obtain tie-in advertising by bakers using the tenth anniversary material in their local advertising, but, he urged the governors to do all in their power to get further cooperation from individual bakers in every community throughout the balance of 1951.

"The funds used for the program's advertising and promotional campaigns have been stepped up at least 10 for 1 by the enthusiastic cooperation of bakers, allied firms, and a wide variety of publications," Mr. Hopkins said. "In magazines, newspapers, radio, television, and merchandising promotional material you see the Bakers of America Program expanded and augmented by a truly gratifying cooperative drive by others. Bakers have literally thousands of additional hands helping build the industry to a higher plane."

"The enrichment anniversary promotion of the Bakers of America Program gave the industry the sort of a thing about which advertising men dream," Mr. McCarthy declared. "Nothing that I can imagine could have been so news and advertising worthy. The Bakers of America Program is in the middle of its best year, and I can report to you governors that we have received pledges which guarantee its continuation in the future."

The board of governors sent a recommendation to the program and planning committee to consider ways and means of allocating funds so that public relations activities can be stepped to a sharply higher level during the balance of 1951 and in coming years. The committee expects to meet in Chicago in June to discuss the recommendation of the governors.

BREAD IS THE STAFF OF LIFE

LEASES BUILDING

PHILADELPHIA—The Carr Consolidated Biscuit Co., Wilkes-Barre, Pa., has leased a one-story warehouse and office building to be constructed at a cost of \$125,000 here for warehousing and distribution.



HENRY STUDE HONORED—Gordon Smith, Smith's Bakeries, Inc., Mobile, right, was among those who paid tribute to Henry Stude, left, Houston, outstanding leader of the baking industry, at a recent reception in Mr. Stude's honor at the Shamrock Hotel, Houston. Officers and governors of the American Bakers Assn. attended the reception, which preceded business meetings of the association there.

Future Looks Optimistic to ARBA

RETAILERS TOLD THEY CAN BE DOMINANT IN INDUSTRY

Retail Baking Branch Recording Constant Growth—Co-operation Needed to Maintain Position, Group Told
—Production, Merchandising, Sales Studied

By FRANK W. COOLEY, JR. and GEORGE W. POTTS
of The American Baker Editorial Staff

PITTSBURGH—The nation's retail bakers were given an optimistic view of what is in store for their branch of the baking industry during the annual convention of the Associated Retail Bakers of America at the William Penn Hotel here last month.

"We are potentially the dominant branch of the baking industry," Louis J. Dutt, Dutt's Premier South Hills Bakery, Pittsburgh, retiring president of the ARBA, told the retailers at the opening business session May 7. "The retail branch of the industry is recording a constant growth in dollar volume and tonnage."

Likening the retail segment of the industry to a "giant which has been asleep for many years," Mr. Dutt pointed out that "cooperation is a must if we are to maintain our proper place in this industry and steadily increase in importance—the ARBA is at the crossroads."

The ARBA president inspired the large opening day crowd with his comments and recommendations directly affecting the future of the Associated Retail Bakers of America.

The convention proper got underway the afternoon of May 6, with a television show presenting the baker's story to the people of the Pittsburgh area. Several baking industry personalities, among them Mr. Dutt and Karl E. Baur, Liberty Baking Co., Pittsburgh, president of the American Bakers Assn., appeared on the show to define the baker's story and emphasize its place in the nation's economy.

Conrad Schoemer, Schoemer's Bakery, Pittsburgh, president of the Re-

tail Master Bakers Association of Western Pennsylvania, and Guy S. Beaver, president of the Pennsylvania Bakers Assn., greeted the visiting bakers prior to Mr. Dutt's address. Following the introduction of the officers and directors of ARBA by Albert E. Wiehn, Wiehn's Bakery, Cleveland, chairman of the board of directors, George Chussler, Bakers Weekly, Chicago, outlined the 1951 activities of the association.

Phil Grau, Red Star Yeast & Products Co., Milwaukee, concluded the morning program with his address on the "Retail Baker's Role in Our 1951 World."

"You are in an industry whose product goes directly into the home—which is the bulwark of the nation," Mr. Grau emphasized. "You contributed the romance, building better lives and citizens as well as making dollars and cents. If you continue to emphasize quality and service and pull together in your association to try and solve collectively by cooperating individually, you can solve all your problems."

B. E. Godde Chairman of Defense Session

The afternoon program May 7 emphasized the importance of "Looking and Planning Ahead in the National Defense Program," with Bernard E. Godde, Godde's Pastry Shoppes, Battle Creek, Mich., as session chairman.

"Of the phases of the national defense program confronting you now, there is little doubt that the need

(Continued on page 13)



ARBA OFFICERS—Shown above are the new officers of the Associated Retail Bakers of America, elected at the recent convention. Left to right: B. E. Nehls, Nehls Bakery, Chicago, treasurer; Otto Berchtold, Berchtold Bakery, Westwood, N.J., first vice president; B. E. Godde, Godde's Pastry Shoppes, Battle Creek, Mich., president; William F. Thie, Virginia Bakery, Cincinnati, second vice president, and Paul M. Baker, Jenny Lee Bakery, McKees Rocks, Pa., third vice president.

Bern E. Godde New President of Retail Bakers' Association

PITTSBURGH — Bern E. Godde, Godde's Pastry Shoppes, Battle Creek, Mich., was elected president of the Associated Retail Bakers of America at its annual meeting here recently. Otto Berchtold, Berchtold Bakery, Westwood, N.J., was elected first vice president; William F. Thie, Virginia Bakery, Cincinnati, Ohio, named second vice president, and Paul Baker, Jenny Lee Bake Shop, McKees Rocks, Pa., named as third vice president.

Trudy Schurr, Chicago, was named secretary of the organization and Bernhardt E. Nehls, Nehls Bakery, Chicago, continued as treasurer. William A. Quinlan, general counsel for the organization, Washington, will continue his duties. The following directors were named with terms expiring in 1954: John Benkert, Benkert Bakeries, Inc., Long Island City, New York; Hugo Ebmeyer, Ebmeyer Bakery, Montrose, Cal.; Frank Gant,

Quality Bakery Co., Spartanburg, S.C.; Walter Schuchardt, Forest Park Bakery, Clayton, Mo., and Carl Schupp, Schupp Bakery, Washington.

The terms of the following directors expire in 1953: Walter Bauer, Bauer Bakery, Brooklyn; Roy Braden, Braden's Cake Shop, Dallas; John Kornmayer, Kornmayer Pastry Shop, Council Bluffs, Iowa; D. W. Newcomb, Newcomb Baking Co., Inc., Quincy, Mass., and Joseph Vann, Vann's Pastry Shops, Milwaukee, named to fill the unexpired term of Fred Poehlmann, Poehlmann Bakery, Milwaukee. Among those whose terms expire in 1952 are: Roland H. Aaker, Central Bake Shop, Montevideo, Minn.; Bernard Bolling, Plehn's Bakery, Louisville; Charles Oswald, Oswald Bakery, Chicago; William Schonleber, Aunt Jennie's Bake Shop, Rochester, N.Y., and Louis J. Dutt, Dutt's Bakery, Pittsburgh.



AT ARBA CONVENTION—One of the highlights of the recent convention of the Associated Retail Bakers of America in Pittsburgh was the production of a television show spotlighting enriched bread and the 10th anniversary of enrichment. At the left above, four of the participants are posing for the TV camera: Dr. Thomas Parran, dean of the graduate school, University of Pittsburgh; Bernard McCrory, Pittsburgh Chamber of Commerce. Paul Baker, Jenny Lee Bake Shop, McKees Rocks, general ARBA convention chairman, and Dr. Herbert E. Longnecker, dean of the university's graduate school and member of the National Research Council. In the center, Karl E. Baur, Liberty Baking Co., Pittsburgh, president of the American

Bakers Assn., and Louis J. Dutt, Dutt's Bakery, Pittsburgh, then president of the ARBA, discuss the show. At the right, Dr. Joseph W. Fleming, director of vocational and industrial arts education for the Pittsburgh public schools; Gertrude Austin, director of the nutritional department, American Institute of Baking, Chicago, and Conrad Schoemer, Schoemer Bakery, president of the Retail Master Bakers Association of Western Pennsylvania, await their turn before the camera. Albert Pleus, Fleischmann division of Standard Brands, Inc., New York, as co-chairman of the ARBA allied advisory committee and publicity director for the convention, cooperated in setting up the TV show.



AT ARBA CONVENTION—Trudy Schurr, secretary at the Associated Retail Bakers of America headquarters in Chicago, was honored for her past services to the ARBA during that group's recent convention. Miss Schurr is at the left, receiving her flowers from Albert E. Wiehn, Wiehn's Bakery, Cleveland. The picture at the right shows James Q. du Pont, E. I. du Pont de Nemours & Co., delivering his sparkling address during the allied trades luncheon. Left

to right at the speakers' table are Karl Baur, Liberty Baking Co., American Bakers Assn. president; Louis Dudit, Dudit's Bakery, Pittsburgh, then president of the Associated Retail Bakers of America; John F. Byrnes, Byrnes & Kiefer, Pittsburgh, chairman, and Mr. du Pont. At the lower left corner of the picture is Waneta Blout, secretary of the National Bakery Suppliers Assn., Chicago, on of the audience.

ARBA Convention

(Continued from page 12)

for a suitable and workable price control regulation for the baking industry, in place of the Office of Price Stabilization General Ceiling Price Regulation, is the most pressing," William A. Quinlan, ARBA's general counsel, declared.

The speaker said that the awareness of the importance of the baking industry in the defense program is far from adequate.

"It's imperative that all of us interested in this industry do all we can to make people in government, in its Washington offices and in the field, aware of this industry's vital importance" he stated.

Mr. Quinlan also acted as moderator of a round table and open forum discussion of defense problems. The panel, which included all the afternoon's speakers as well as trade press representatives, concluded the session.

Counsel on what the bakers may expect in the future in connection with ingredients, packaging materials and operating supplies as a result of the stepped-up defense program was outlined by Philip Talbott, chief of the bakery section, grain branch, Production and Marketing Administration, USDA.

(Editor's Note: The complete text of Mr. Talbott's address, which contains valuable opinion on the future of bakers' supplies, appears beginning on page 32 of this issue.)

ARBA Convention Notes

One of the features of the convention was an exhibit of bakery products in the William Penn Hotel next to the meeting room. Emphasis was on equipment and displays as the retail bakery operator would like to have them. The Barsotti Bros., Pittsburgh baking firm, had a display showing a model retail bakery with scale models of equipment carved

from large loaves of bread. The following firms cooperated in the display, along with the Greater Pittsburgh Production Men's Club:

Anheuser-Busch, Inc.; Armour & Co.; Bakers Basic Brands; Barsotti Bros.; The Borden Co.; Buy-Vue Displays Co.; Byrnes & Kiefer Co. (Pauk Display Cases); Doughnut

(Continued on page 80)

handling equipment, 4 to 5 months; slicing and wrapping equipment, 60 days to 11 months, and dough troughs, 6 months and up.

Plan for Increased Consumption Detailed

The common goal of all segments of the baking industry is to increase the consumption of baked foods, and all bakers should strive for this goal with a confirmed unity of purpose, Karl E. Baur, Liberty Baking Co., Pittsburgh, president of the American Bakers Assn., declared in opening the business program May 8.

"The picture of the baking industry nationally is made up of the pieces representing you and your company," he stated, and pointed out that, while each baker is a manufacturer of an individual brand, the overall common aim was to strive toward the increased consumption of baked goods. Competition is not basically the other baker, but other foods which can replace your products, he said.

Mr. Baur called upon all groups,

(Continued on page 78)



TV PLUGS BAKING INDUSTRY—The 10th anniversary of enrichment and the baking industry's part in bringing enrichment to the American public was emphasized at a television show preceding the ARBA convention. Left to right are Dr. Thomas Parran, University of Pittsburgh; Karl E. Baur, Liberty Baking Co., Pittsburgh, president of the American Bakers Assn.; Louis Dudit, Dudit's Bakery, ARBA president, and Paul Baker, Jenny Lee Bakery, McKees Rocks, Pa., ARBA convention chairman.



AT ARBA CONVENTION—Baking industry officials are shown at the membership booth during the convention of the Associated Retail Bakers of America. Left to right are Karl Baur, Liberty Baking Co., Pittsburgh, president of the American Bakers Assn.; Louis Dudit, Dudit's Bakery, then ARBA president; John Benkert, Benkert Bakeries, Long Island City, N.Y., and Conrad Schoemer, Schoemer Bakery, Pittsburgh, head of the Retail Master Bakers Association of Western Pennsylvania.

Crop Optimism Eases Wheat Markets

FLOUR DIPS, THEN RECOVERS AS MILLFEED CREDITS SLUMP

Decline During Harvest Rush Expected to Be Modified by Export Sales, Heavy Loan Participation; Record Loan Price Indicated

By GEORGE L. GATES
Market Editor of The American Baker

Mild optimism over crop prospects during May replaced the pessimism of the previous month, and wheat prices declined. Meanwhile, flour prices also turned downward from April levels, but a sharp slump in the millfeed market forced quotations to be hiked again. At the start of June, then, flour quotations were at approximately the same levels as



George L. Gates

early May prices. A fair amount of new crop southwestern winter wheat flour was purchased at the low price point, but bakers in general held off making contracts for their future needs. They were encouraged in this attitude by the fact that new crop delivery quotations were equal to or higher than current prices, whereas in the past substantial discounts have been usual for forward buying at this time of the year. Buyers of spring wheat flour similarly have been delaying new commitments, with considerable flour contracted for summer delivery and the new crop still three months away.

While wheat prices are expected to dip to a seasonal low sometime between mid-June and mid-July as the harvesting reaches its peak in the Southwest, a steady upward climb is expected in the remainder of 1951. Large participation in the government's loan program and expanded exports are expected to contribute heavily to this trend.

Compared with early May, wheat was off 9@10¢ bu. at Chicago and Kansas City and about 5¢ at Minneapolis. Flour was quoted unchanged to 5¢ lower, and millfeed was off \$9 @15 ton at Minneapolis and \$7@17 at Kansas City. Smaller returns on the sale of this by-product, of course, prevented flour prices from reflecting the full wheat price decline.

HARVEST OF WINTER CROP UNDER WAY

Harvesting of winter wheat is under way in the southern portions of the Southwest, and marketing may be expected to spread northward rapidly under favorable weather conditions. Recovery of the crop was rather remarkable in May as favorable temperatures and plentiful rain—almost too much in some areas—partly made up for the heavy abandonment of acreage caused earlier by drought and insects. The James E. Bennett & Co. estimated winter wheat production at almost 700 million bushels as of June 1, about 25 million bushels more than its May 1 estimate and larger than the gov-

ernment's May forecast of 682 million bushels. Other estimates reflected similar big gains, although prospects are still hinged quite a bit on weather up to harvest time.

SPRING OUTLOOK CONSIDERED GOOD

Meanwhile, spring wheat seeding has been completed in the main growing area of the Dakotas, Montana and Minnesota under favorable conditions. Planting of the crop this year was much closer to being on schedule than a year ago, and with good growing conditions may be expected to produce a larger crop than in 1950, chiefly because of increased acreage. Early reports state that wheat is up with good stands and color. Some greenbug infestation has been noted, and trouble with wild oats also has been encountered. Subsoil moisture supplies are good. However, observers are mostly optimistic about prospects, with tentative estimates of the crop running as high as 318 million bushels, which compares with production last year of 276 million bushels and average output of 272 million.

PROSPECTS FAVORABLE FOR ADEQUATE SUPPLY

Combined wheat production, then, on the basis of these early indications, would top 1 billion bushels again and assure adequate supplies for all foreseen needs in the 1951-52 crop year. The carryover of old wheat on July 1 is expected to be about 410 million bushels, with less than half of it government-owned. On the surface, this renewed optimism about production and plentiful supplies would appear to be bearish on prices. However, the bullish aspects of the outlook merit study as well. Among these are prospects for bigger exports

in the coming crop year, growing inflation, a higher wheat loan rate and the probability that loan participation will be heavy.

EXPORT BOOM EXPECTED SOON

Sales of wheat for export during the new crop year are expected to get off to a fast start in mid-June when the new International Wheat Agreement subsidy program is due to be launched. While grain has been leaving the U.S. at a record rate in the past few months, much of it has been purchased earlier and the impact of the buying already registered on the market. Buying recently has been limited since nations eligible to benefit by the IWA subsidy are waiting for the more favorable prices to be made available shortly. Such sales, when they start, will result in futures hedge buying by exporters, which could very well offset the decline associated with marketing of the new southwestern crop. Announcement of the subsidy program—expected by June 18 at the earliest—may very well mark the start of a market climb.

FOREIGN DEMAND DUE TO GROW

Over-all exports in the coming year may reach as much as 350 million bushels, somewhat higher than shipments in the current year. This estimate is subject to revision, of course, most of them related to developments in the international political scene. Stockpiling of U.S. grain is possible if the war appears more threatening. On the other hand, the rate of shipments could be trimmed by prospects for peace. Foreign buyers, however, have better dollar balances with which to purchase U.S. wheat, and with European crops reported smaller and famine relief necessary in the Far East, substantial movement of grain may be expected under almost any circumstances. Big exports to India and to Germany are expected to start within a very short time.

WHEAT PARITY PRICE ADVANCES

While the U.S. economy has had a mild shakeout in recent weeks, it appears that inflationary forces are still a market factor to respect. Wheat parity gained another cent to \$2.41 in the month ending May 15,

reflecting both the drop in wheat prices and continued high prices of items farmers buy. Many business analysts point out that the heavy impact of spending for defense will be felt by fall as rearmament speeds ahead. Bigger spending means bigger payrolls and expanded buying power, hence higher prices which will be reflected in commodity markets.

LOAN RATE LURES WHEAT TO PROGRAM

The national average loan price on this year's wheat crop is expected to be about \$2.18 bu., up 19¢ from last year, and the highest loan rate in history. However, this high figure will be modified somewhat by the fact that producers must pay storage on loan wheat amounting to 8@10¢ bu. The indicated terminal loan rates are \$2.44 at Kansas City, \$2.46 at Minneapolis and \$2.48 at Chicago. Even with the storage charge deducted, the loan figure would appear attractive to farmers in comparison with prospective nearby cash wheat prices, and loan participation may be heavy. This would skim excess supplies from the market—particularly since storage space is reported plentiful—and would serve to curb a sharp price dip.

BREAD IS THE STAFF OF LIFE

Census Bureau Reports Drop in Flour Output

WASHINGTON—The Bureau of the Census, U.S. Department of Commerce, estimates March wheat flour production at 19,737,000 sacks, or an average of 897,000 sacks per working day, compared with 938,000 sacks per working day in February and 871,000 sacks in March, 1950. Wheat flour mills in March operated at 78.7% of capacity, compared with 82.3% in February.

March wheat grindings amounted to 45,820,000 bu., compared with 43,558,000 in February. Wheat offal output was 385,000 tons, compared with 372,000 tons the previous month.

Production of rye flour, estimated at 183,000 sacks, was somewhat lower than the February figure of 194,000. Rye ground amounted to 413,000 bu., compared with 415,000 for the previous month.

BREAD IS THE STAFF OF LIFE

USE OF ALUMINUM FOIL BY BAKERS RESTRICTED

WASHINGTON—The use of aluminum foil by the baking industry has been restricted with the issuance of National Production Administration order M-67 effective June 1, 1951.

Concerning bakery goods, cooked bakery products are restricted to 65% of the base period use of 0.005 in. foil on a monthly basis of the base period of the six months ending Dec. 31, 1950. In computing this percentage rate, use of aluminum foil under "DO" rate orders and aluminum can liners and other closures is excluded from the base period use.

Uncooked bakery products are permitted a 90% of their base period use. This difference between cooked and uncooked bakery product use emphasizes the reasons behind this particular order; the use of foil is being

Summary of Flour Quotations

June 2 flour quotations, in sacks of 100 lb. All quotations on basis of carload lots, prompt delivery:

	Chicago	Mpls.	Kans. City	St. Louis	Buffalo
Spring top patent	6.19@6.24
Spring high gluten	...	6.32@6.65	7.05@7.12
Spring short	...	6.30@6.20	5.65@5.70
Spring standard	6.10@6.14	5.80@6.10	6.57@6.62
Spring first clear	5.88@6.06	5.65@6.46	6.35@6.42
Hard winter short	5.87@6.00	...	5.65@5.75	...	5.95@...
Hard winter standard	5.82@5.90	...	5.55@5.65	...	5.80@6.35
Hard winter first clear	...	5.12	4.10@4.70	...	5.60@6.08
Soft winter short patent	6.89@7.06	...	7.05@7.40	...	6.65@6.30@6.35
Soft winter standard	6.19@6.81	...	5.70@5.80
Soft winter straight
Soft winter first clear	5.81@6.00	5.80@6.15
Rye flour, white	5.53@5.69	5.20@5.50	5.25@6.62
Rye flour, dark	4.58@5.29	4.20@4.50	5.00@5.06
New York					
Spring high gluten	7.00@7.11	7.00@7.10	7.00@7.15	7.04@7.23	...
Spring short	...	6.55@6.65	6.55@6.70	6.59@6.78	...
Spring standard	6.45@6.58	6.45@6.55	6.47@6.60	6.47@6.73	...
Spring first clear	6.20@6.45	6.30@6.40	6.32@6.47	6.22@6.73	...
Hard winter short	6.35@6.45	6.20@6.30	6.32@6.45	6.28@6.48	...
Hard winter standard	6.15@6.25	6.10@6.20	6.12@6.28	6.13@6.23	...
Soft winter straight	6.00@6.25	...	6.02@6.37
Soft winter standard	5.90@6.03	6.05@6.15	...	5.84@6.10	...
Rye flour, white	4.68@5.50	...
Rye flour, dark
Phila.					
Boston					
Pittsburgh					
Atlanta					

restricted on the basis of the relative need for protective packaging rather than essentiality of the product. Items with shorter life require relatively smaller amounts of aluminum foil, NPA officials say.

While this order is a further tightening of the use of aluminum foil, it is by no means a completely tight use order. For example, the restriction applies to 0.005 in. foil, which indicates that where possible processors will shift into a lighter weight foil so that their overall supply available on a percentage basis can be spread over their total needs.

BREAD IS THE STAFF OF LIFE

No Pass-Through Change for Bakers Seen in OPS Order

WASHINGTON—Bakers are not expected to be affected by a recent price order requiring old inventory to be sold out before ceiling prices can be increased under the parity adjustment provision of the General Ceiling Price Regulation.

Following a policy set in the general manufacturers' price order, Amendment 13 to the GCPR prevents processors from increasing ceilings to reflect increases in the cost of below parity farm commodities, or products processed from them, until they have sold an amount of their product equal to the amount of finished product on hand at the date they would otherwise be entitled to raise their price.

Office of Price Stabilization officials said this provision was aimed at preventing windfall profits which have resulted from applying the "pass-through" increase to those units of products processed from commodities purchased previously at a lower price.

This provision would affect flour millers and other processors if their raw commodities increased in price enough to result in higher ceilings. However, it is not expected to affect bakers since their products, being perishable, are sold immediately after being made and are not carried as inventory.

BREAD IS THE STAFF OF LIFE

N.Y. BAKING FIRMS WIN SUIT CHARGING LOCKOUT

NEW YORK—A recent decision in the U.S. District Court in favor of five large New York baking companies has provided a legal definition of a lockout that may prove significant in the future.

The motion of counsel for the five baking companies (General, Drake, Grennan, Purity and Ward) asking for a summary judgment in their behalf in the damage suit for a substantial amount, was granted by Judge John F. McGohey. The suit was brought in 1949 by Local 50 of the Bakery & Confectionery Workers International Union of America, and it was charged that its members had been illegally "locked out" in connection with the 21-week strike of bakery salesmen against the Continental Baking Co.

The facts were stated that the drivers' union had notified Continental that strike action would be taken Feb. 28. The other five companies, members of the New York City Bakery Employers Council, were notified of it and that other members of the drivers' union were being

advised to continue working. Council members advised that if Continental was struck they would cease operations. Their employee-members of the drivers' union and plant workers were then advised not to return to work until further notice.

The court stated that the denial of work does not constitute a lockout when no dispute is in progress between the companies and workers directly involved. The court stated that "a lockout is an employer's withholding of work from his employees in order to gain a concession from them."

BREAD IS THE STAFF OF LIFE

WARD DIVIDEND

NEW YORK—Faris R. Russell, chairman of the board, has announced that directors of the Ward Baking Co. have declared the regular quarterly dividend of 1 1/8%, \$1.37 1/2 a share, on the 5 1/2% cumulative preferred stock of the company. They have also declared a quarterly dividend of 25¢ a share on common stock. Both dividends are payable July 1 to stockholders of record June 16.

BREAD IS THE STAFF OF LIFE

INTERSTATE BAKERIES NET REPORTED DOWN SLIGHTLY

KANSAS CITY—A net income of \$685,933 is reported by Interstate Bakeries Corp. for the 16 weeks ended April 21, 1951, after depreciation and interest and provision of \$838,363 for federal income and excess profits taxes. This is equal, after preferred dividends, to 94¢ a share of common stock, and compares with net income of \$700,508 in the corresponding period of 1950, equal, after preferred dividends, to 96¢ per common share.

BREAD IS THE STAFF OF LIFE

AMERICAN STORES CO. SALES AT RECORD HIGH

PHILADELPHIA—The annual report of the American Stores Co. for the fiscal year ended March 31 shows sales of \$469,771,090, compared with sales of \$416,644,432 for the previous year.

Net income rose from \$6,743,520 in 1949-50 to \$7,114,748, while federal and state income taxes increased from \$4,180,000 to \$7,250,000.

Per share earnings amounted to \$5.46 and dividends to \$2 in 1950-51. Comparable figures for the year earlier were \$5.18 and \$1.70. The report showed that the firm had 1,505 retail stores, including 773 self-service

supermarkets, at the end of the fiscal year.

The 1950-51 total sales were the highest in the company's history, according to the report. It also was noted that construction of the firm's new warehouse and bakery in Philadelphia is progressing, and operations are expected to begin by the end of this year.

BREAD IS THE STAFF OF LIFE

HELLMAR PRODUCTS CORP. SALES INCREASE IN 1951

MOUNT VERNON, OHIO—Consolidated net sales of Shellmar Products Corp. for the three months ended March 31 were \$12,354,309, compared with \$8,068,973 for the corresponding period in 1950. Net earnings after taxes totaled \$836,415 in the 1951 period, compared with \$643,075 for the first three months of 1950.

The report lists \$1,364,600 for federal income taxes in the 1951 quarter and \$393,800 in the 1950 period. Earnings on a common share were \$1.84 in 1951 and \$1.52 the year earlier.

Burt W. Martin, president, reported that much of the increased business represents larger sales to established accounts in the food packing and processing industries. The firm also has experienced a steadily increasing demand for products used in packaging equipment and supplies for the rearmament program, Mr. Martin said.

Flour and Bread Enrichment Bill Killed in Florida

TALLAHASSEE, FLA.—A bill prescribing the enrichment of bread, flour, grits, meal and bakery products was rejected by a vote of 12 to 3 by the House Public Health Committee of the Florida legislature.

Opponents of the measure argued that enrichment would increase the cost of the products, that certain religious groups were opposed to it, and that "whole milk was the best way to enrich bread."

Defeat of the measure in the current session was the fourth consecutive time the legislature has turned the bill down.

The proposed measure was patterned after the model enrichment law now in effect in 26 states.

PURITY BAKERIES INCOME DIPS SLIGHTLY IN QUARTER

NEW YORK—The Purity Bakeries Corp., for the 16 weeks ended April 21, 1951, reports a consolidated net income of \$889,182 after interest, depreciation, federal taxes, all other charges and deduction for minority interest.

This net income amounts to \$1.10 per share on 805,045 shares of common stock outstanding, and compares with a net income of \$1,001,685 or \$1.24 per share for the first 16 weeks of 1950.

The board of directors of Purity has declared a regular quarterly dividend of 60¢ per share on the common stock of the corporation, payable June 1, 1951, to stockholders of record May 18, 1951.

CUSHMAN'S SONS, INC., REPORTS RISE IN SALES

NEW YORK—Cushman's Sons, Inc., reports a net profit, after charges and taxes, of \$212,037 for the 16 weeks ended April 21. The net for the corresponding period a year ago was \$132,537.

Earnings on a preferred share rose from \$8.04 in the 1950 period to \$12.86 in 1951.

	May, 1951	*Previous month	1950	1949	1948
Northwest	2,934,264	2,433,715	2,973,757	2,697,238	3,417,541
Southwest	5,336,973	5,179,008	4,969,712	4,512,369	6,156,678
Buffalo	1,934,353	1,728,910	2,008,099	1,964,244	2,086,235
Central and Southeast	2,267,971	2,247,607	2,165,842	2,065,650	2,342,644
North Pacific Coast	1,279,666	1,238,632	1,034,720	1,105,917	1,457,528
Totals	13,753,227	12,827,872	13,152,130	12,345,418	15,460,626
Percentage of total U.S. output	73	73	75	72	70

Heart of America Bakers Gather

"PEOPLE BACK OF THE LOAF" HONORED BY 5-STATE GROUP

Farmer, Grain Handler, Miller and Baker Should Pool Their Efforts in Sanitation and Product Improvement, Bakers Told

KANSAS CITY — A star-studded speakers program, with a theme of "Progress," opened the Heart of America Bakers convention at the President Hotel here June 4. The theme of the meeting was carried through production, administration and sales and extended to the "People Back of the Loaf," the farmer, scientist and miller.

This latter group was featured at the opening session in talks by Jess B. Smith, president of the Kansas Wheat Improvement Assn., Kansas City; Dr. Hugh K. Parker, Wallace & Tiernan Co., Inc., Newark, N.J., and president of the American Association of Cereal Chemists, and Howard W. Files, Pillsbury Mills, Inc., president of the Millers National Federation, and Karl Baur, president of the American Bakers Assn.

There are four great branches of the breadstuffs industries, Mr. Smith said; the farmers, grain handlers, millers and bakers. It is appropriate that all pool their efforts in wheat improvement and sanitation work, he added.

Nothing is more important to any industry than its raw materials, the wheat improvement leader said in outlining the work of his association with state colleges and wheat growers. He told of the campaigns for better wheat varieties and more careful handling of wheat on farms. Mr. Smith also cited the recent developments in the way of X-ray equipment

that will become a standard method for insect damage detection and which he predicted would soon be in every mill laboratory.

Industry's Progress Cited

Dr. Parker cited the scientific advances which have contributed so much to the progress of milling and baking and said that the differences inherent in the wheat berry create complex problems of biological, mechanical and chemical nature. These problems are gradually being solved, and the industry can look forward to further progress in the future, he declared.

Heartening Factors Seen

There are two heartening factors for millers and bakers in today's picture, the federation president said. One is news that per capita consumption of flour in 1950 surpassed that of 1949 by 1 lb., suggesting a halt to the recent decline. The second is the growth in the population curve, which now indicates a national figure of 200 million in the future.

The milling and baking industries are a long way from the point of saturation in the consumption of their products, he pointed out. Both industries have grown big because they have given service, Mr. Files concluded, and if they continue in this spirit, they will continue to expand.

One threat to these industries is the "food faddist," and Michael Mar-

kel, Washington attorney, outlined some of the recent activities of propagandists against bread. He said the baking industry should protest to the Food & Drug Administration and the Federal Trade Commission against some of the more virulent slanderers. It is the duty of bakers to help show up these fakirs to the general public, he said.

Discussing progress in education, Keith Covelle of the Oklahoma A & M School of Baking at Okmulgee, said that industry must "invest in youth" and train them in technical and manual skills that still constitute 80% of all industrial work.

The Oklahoma school is guided by a bakery industry advisory committee that keeps its program always modern, he said, in urging support of the institution. He called on John Summers, manager of the baking classes, who gave details of the schedule of study. Graduates now number 129.

Karl Baur, Liberty Baking Co., Pittsburgh, president of the American Bakers Assn., the opening speaker, told of the dangers of government controls, urging bakers to do everything possible to fight waste and inefficiency in this critical period.

The president of The Associated Retail Bakers of America, B. E. Godde, Godde's Pastry Shoppes, Battle Creek, Mich., said that industry needs to be well organized in order to receive a fair share of the food dollar. Bakers must keep adequate and accurate records of all costs. The industry's associations are pledged to help bakers operate in the best manner possible under existing regulations, he reminded his listeners.

Balancing cake formulas was the topic discussed by Orville Pickens, Wilson & Co., Chicago. He pointed out the ingredients and processes which tend to toughen a cake, namely

HEART OF AMERICA COVERAGE

The Heart of America bakers' convention, serving the five states of Kansas, Missouri, Nebraska, Oklahoma and Arkansas, was reported by Martin E. Newell and James W. Miller of The American Baker editorial Staff, Kansas City.

flour, water, eggs, non-fat milk solids, high speed mixing, 80-85° batter temperatures and hot ovens, and those which promote tenderness — sugar, baking powder, shortening, the air which is incorporated in the batter during mixing, 65-70° batter temperatures and cold ovens. In creating cake formulas a balance between tenderness and toughness must be attained in order to have successful cakes, Mr. Pickens said.

The many sweet goods products that can be developed out of a basic yeast-raised sweet dough was shown by Charles E. Riley, director of bakery research, Brolite Co., Chicago.

Many phases of retail bakery management and production were explored by an eight-man panel. Moderator was George Chussler, Bakers Weekly, Chicago. Personnel is as important as ingredients, said George Minor, Oklahoma A & M School of Baking, Okmulgee.

The atmosphere created by decoration and lighting of the sales room is an important determinant of sales volume, Forrest Coffman, Coffman Pastry Shop, Lincoln, Neb., declared. Adequate and proper lighting, cleanliness, pleasant decoration, cool, pleasing colors and attractively dressed and well-mannered personnel are the attributes of a good sales room, he said.

Harry Zimmerman, Emporia, Kansas, Pastry Shop, exhibited a special (Continued on page 76)



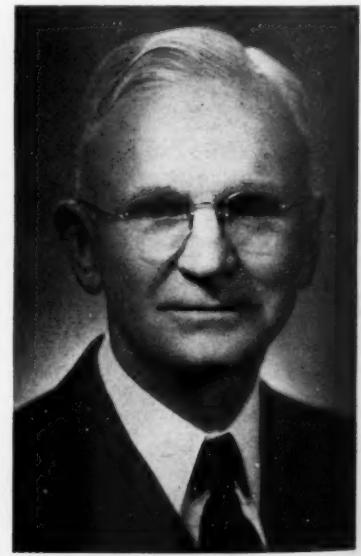
Carl A. Rapp



Walter J. Kuckenbecker



Harvey G. Rodgers



James S. Chase

BAKING FIGURES HONORED—Four members of the baking and allied industries of the Southwest who have done outstanding work on behalf of the baking industry were honored by the Bakers Allied Club of Kansas City at a luncheon sponsored by the club during the Heart of America bakers convention here June 5. The men honored were Carl A. Rapp, director of purchases, Interstate Bakeries Corp., Kansas City, who served as the first president of the Bakers Allied Club of Kansas City in 1948-49; Walter J. Kuckenbecker, regional manager at Kansas City, Red Star Yeast & Products Co., president of the club in 1948-49; Harvey G. Rodgers, president, Rodgers Baking Co., El Dorado, Kansas, president of the club in 1950, and James S.

Chase, president of the Golden Crust Bakery, Manhattan, Kansas, who served as general chairman of the first Heart of America bakers convention, which embraces bakers from the states of Nebraska, Missouri, Kansas, Oklahoma and Arkansas. The four men were presented with certificates of merit citing the appreciation of their colleagues for their contributions to the welfare of the industry. The presentations were made by C. J. Patterson, president of the C. J. Patterson Corp., Kansas City. The announcement of the awards establish a custom which the Bakers Allied Club of Kansas City will follow of citing outstanding individuals in the industry for their helpful work.

SBA Hears Report on Baking Course

UNIVERSITY OFFICIALS SPEAK AT 37TH ANNUAL CONVENTION

Association Establishes 15 Scholarships at Florida State University—Experimental Laboratory to Be Ready by September

By WILFRED E. LINGREN
Editor of The American Baker

PALM BEACH—A comprehensive report of the baking industry educational program being developed at Florida State University was the highlight of the business sessions at the 37th annual convention of the Southern Bakers Assn., held at the Palm Beach Biltmore Hotel here May 6-9. The college course in baking, first of its kind ever to be made available to students interested in the industry, was discussed during the morning business session Tuesday, May 8, a day designated as "Florida State University Day."

Earle P. Colby, Ambrosia Cake Bakeries, Inc., Jacksonville, retiring president of the SBA, reviewed the development of the program now being organized at Florida State University and paid tribute to the cooperation given by university officials. The university educational program, offering a major in baking technology, is a special project of the Southern Bakers Assn. After many years of planning and preliminary work, the founding of the course was announced last fall at an SBA meeting in Atlanta. Each successful graduate of the course will receive the university degree.

"This is not a sectional program," Mr. Colby said. "It is national in scope and students are just as welcome from Oregon and California as from Georgia and Florida."

The SBA official pointed out that the educational program on a college level adds dignity and prestige to the baking industry.

Dr. Doak S. Campbell, president

of Florida State University, outlined the concept that the university has regarding the baking industry educational program and how it fits into the Florida State University organization. He cited the importance of basic research and study in a university program. Knowledge of

the baking industry must be organized so that it can be taught efficiently and economically, he pointed out. That is where the university level baking industry educational program fits into the educational scene, he said.

Dr. Campbell emphasized that the Florida State University course was not "a trade school." He pointed out that there is a definite place in the educational picture for a trade school in teaching baking industry subjects. The Florida State course, however, he pointed out, is a managerial school, resulting in a bachelor's degree. He stressed the importance of obtaining a "high type of student for the course." The graduate of the course, he said, "must bear the marks of an educated person."

"Our response is a response to a demonstrated need," he said. "We shall expect to conduct a program of

John Wolf, Baton Rouge, Named New Southern Bakers President

PALM BEACH—The election of John Wolf, Wm. Wolf Bakery, Baton Rouge, La., as president of the Southern Bakers Assn., was announced at the 37th annual meeting of the group here May 6-9. He replaced Earle P. Colby, Ambrosia Cake Bakeries, Jacksonville, Fla., who automatically became vice president and chairman of the SBA board of governors.

E. P. Cline, Atlanta, continues as the full-time secretary-treasurer of the association.

The following will serve on the board of governors of the association for the coming year:

Alabama—William J. Colby, Ambrosia Cake Co., Birmingham; George Ball, Ball's Bakery, Opelika.

Florida—Jodean Cash, Fuchs Baking Co., South Miami; Roy Peters, Butter Krust Bakeries, Lakeland.

Georgia—R. H. Bennett, Criswell Baking Co., Atlanta; Howard Fisch, Highland Bakery, Atlanta.

Kentucky—William J. Rains, Grovers Baking Co., Lexington; Howard Ellison, Modern Bakery, Harland.

Mississippi—William P. McGough, McGough Bakeries Co., Birmingham, Ala.; Phil Hardin, Hardin's Bakery, Meridian.

North Carolina—Mrs. Harvey Williamson, Durham Baking Co., Durham; Ralph Ward, Columbia Baking Co., Atlanta, Ga.

South Carolina—Charles M. Banks, H. H. Claussen's Sons, Inc., Augusta, Ga.; W. H. Attaway, Becker's Bakery, Spartanburg, S.C.

Tennessee—Max Wolfe, Quality Bakery, Knoxville; James Swan, Swan Bros., Knoxville.

Virginia—Peter M. Dorsch, Spalding Baking Co., Staunton; Louis Barth, Colonial Stores, Atlanta, Ga.

Governors to represent Arkansas and Louisiana and governors-at-large will be elected by the new officers and board of the next governors' meeting.

REGISTRATION AT SBA MEETING TOTALS 301

PALM BEACH—Registration at the 37th annual convention of the Southern Bakers Assn. held at the Palm Beach Biltmore Hotel here May 6-9 totaled 301, compared with a figure of 350 registered at the 1950 convention of the group held at St. Petersburg. Attendance at the Palm Beach convention was estimated by SBA officials at nearly 350, with some persons in attendance not being represented on the registration lists.

teaching and research with the best personnel at our command. Our program will be limited only by the funds that can be made available."

The Florida State University president commanded the baking industry on its campaign of developing an educational program. He pledged Florida State University to unlimited efforts to see the program through "to a consummation of which we shall all be proud."

Dr. L. A. Rumsey, head of the baking science and management program at the university, presented a report on and future plans for the baking industry course. Graduates of the course, he said, will be competent and capable of working their way to the top in an executive leadership in the baking industry. He praised the Southern Bakers Assn. for its continuing efforts to establish the baking industry educational program on a college level.

National Interest Reported

Dr. Rumsey reviewed the progress in the establishment of the program at Florida State since Feb. 1, the date on which he became active at the Tallahassee school. The interest in the course is now national in scope, he said, reporting that inquiries have been received from all parts of the country and several foreign countries.

Dr. Rumsey pointed out that the newly established course is a full scale four-year program of college

(Continued on page 18)



SBA OFFICERS—John Wolf (left), Wm. Wolf Bakery, Baton Rouge, La., is shown above receiving congratulations on his election as president of the Southern Bakers Assn. from Earle P. Colby, Ambrosia Cake Bakeries, Jacksonville, Fla., retiring president, who automatically becomes vice president and chairman of the board. In the center is E. P. Cline, SBA secretary-treasurer.



SBA ALLIED OFFICERS—New officers of the Southern Bakers Allied Assn. are shown above following their election at the recent annual meeting of the group held during the Southern Bakers Assn. convention in Palm Beach. Left to right, they are: J. Frank Rees, the Dixon Co., Atlanta, president; W. B. Lovvorn, Morten Milling Co., Columbia, S.C., vice president, and J. E. Stroupe, J. E. Stroupe Co., Atlanta, secretary-treasurer.

J. Frank Rees Elected Head of Southern Bakers Allied Assn.

PALM BEACH—J. Frank Rees, the Dixon Co., Atlanta, was elected president of the Southern Bakers Allied Assn. at the annual meeting of the group held here May 7, during the 37th annual convention of the Southern Bakers Assn. Mr. Rees had been serving as acting president since the resignation of S. Fred Brown, who left the allied ranks to join H. H. Claussen's Sons, Inc., Augusta.

W. B. Lovvorn, Morten Milling Co., Columbia, S.C., was named vice president of the allied group and J. E. Stroupe, J. E. Stroupe Co., Atlanta, was elected secretary-treasurer.

C. Stuart Broeman, American Bakeries Co., Atlanta, chairman of the board of trustees of the Southern Bakers Assn. University Fund, reported to the allied group on the progress of the baking course at Florida State

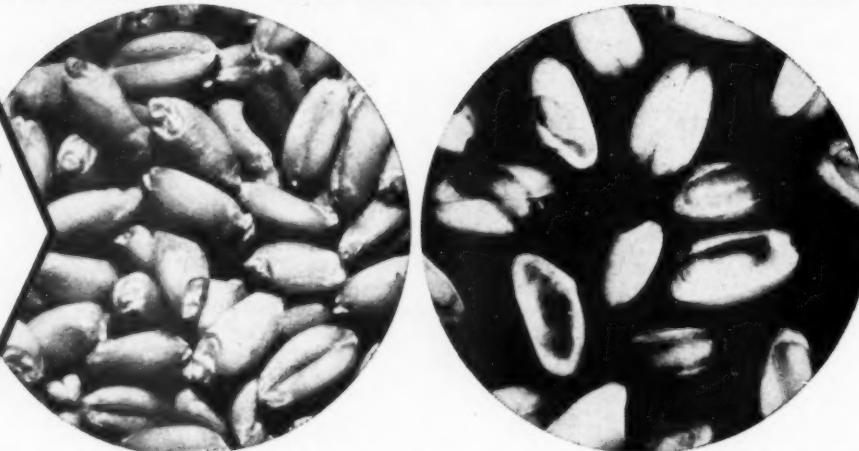
University. He urged the allieds to support the SBA program of cooperation with the school and reported that total pledges of approximately \$68,000 have been made to the fund by bakers and allied firms.

The Southern Bakers Allied Assn. voted to establish a one-year scholarship at the school beginning in the fall of 1951.

The allied group also voted instructions to the officers to study a policy of regulation of room entertainment at the convention in order to insure noninterference with scheduled convention meetings and activities.

New Methods Cut Incidence of INSECT FRAGMENTS in flour

hidden infestation in wheat can now be REDUCED by practical, use-proven techniques



Looks like insect-free, high quality wheat? But see what the X-ray picture at the right shows! This new test was recently described in the May issue of Farm Journal magazine as a vitally important new aid to grain buyers — a practical way to detect hidden infestation that will show up later as insect fragments in flour.

Millers and wheat handlers no longer have to put up with the high cost of weevily wheat!

New X-ray tests make it easier, more practicable than ever before to check wheat for weevil damage before you buy. New PYRENONE* Wheat Protectant makes it possible for the first time to PREVENT... not cure... insect entry into stored wheat.

NOT A FUMIGANT — Pyrenone WHEAT Protectant is a finely pulverized powder that is mixed with wheat at harvest time or as it goes into storage. Storage bins do not have to be air-tight—one application of the Protectant lasts many months. It adds no explosion hazards. Masks or gloves are not required. The Protectant is harmless to man and animals. And it does not add to the ash content of wheat.

USE-PROVEN — Pyrenone-based insecticides have long been used by leading millers and grain handlers as sprays in mills, warehouses, elevators and boxcars — wherever high effectiveness against insects and freedom from toxic hazards to warm blooded animals are essential. Now Pyrenone has been combined in Protectants that have already begun a "revolution" in agriculture's approach to the stored-grain insect problem.

Pyrenone WHEAT Protectant, as its name implies, is specially formulated for use on stored wheat.

Pyrenone® GRAIN Protectant is formulated for use on corn, oats, rye, barley, rice, grain sorghums and other small grains.

Both Protectants have been used on hundreds of thousands of bushels of grain under practical field conditions. In tests and demonstrations from Oregon to Alabama. With truly amazing results.

A SUGGESTED PROGRAM FOR MILLERS:

FIRST — Use scientific new X-ray test for detecting hidden insect infestation.

SECOND — Use Pyrenone Protectants to keep your grain insect-free while in storage, in transit, and in production.

THIRD — Make sure farmers and grain handlers from whom you buy know that insect-free wheat brings a higher price.

FREE LITERATURE to help you promote the program to farmers. An informative booklet "Prevent Weevil Damage in Stored Wheat" is available on request. Send for your copy today or if you'd like copies to be sent to your suppliers, let us know how many. Use the coupon below.

U. S. Industrial Chemicals, Inc.
Dept. WN 65
60 East 42nd Street
New York 17, N. Y.

Please send _____ copies of "Prevent Weevil Damage in Stored Wheat" to:

Name _____

Company _____

Address _____

City _____ State _____

SBA Convention

(Continued from page 17)

grade, the first of its kind in the history of the baking industry. He cited the job of the trade schools, pointing out their important place in the educational program of the baking industry.

The Florida State curriculum has been organized as a four-way program, Dr. Rumsey pointed out. The first two years of the course is concerned with general academic work and the last two years of the college program is specialized into one of the following four fields: (1) bakery production superintendent, (2) bakery sales management, (3) baking science and technology and (4) bakery management.

Dr. Rumsey cautioned that "it takes time to build up a school program" and he urged patience, faith and continued support. The first graduates of the course, he said, would be available to the industry in three to four years from now. He reported that an experimental baking laboratory is expected to be in operation in September. Plans also call for equipping an operating bakeshop and expanding the teaching staff as the instruction load grows.

Dr. Rumsey urged the baking industry to continue its support of the program and he pledged "we will do our best to make it entirely successful."

Leadership Cited

Also representing Florida State University on the program was Dr. J. Frank Dame, dean of the school of business administration at FSU. Dr. Dame cited the educational leadership of Florida State University and the business leadership of the baking industry and predicted great success for the baking industry educational program. He pointed out the problems of establishing a new educational curriculum in a university and expressed his thanks to the baking industry for its cooperation.

"Pioneering spirit, coupled with business leadership, plus educational leadership will succeed," he said. "Your program is going fine for the future."

C. Stuart Broeman, American Bakeries Co., Atlanta, who continues as chairman of the board of trustees of the Southern Bakers Assn. University Fund, cited the importance of the size of the baking industry in its growth over the centuries. He reported that the Southern Bakers Assn. board of governors has authorized issuance of 15 scholarships, "including scholarships for one or two qualified women." The main purpose of the scholarship fund, he said, is to start the educational program.

"We as an industry," he said, "will do all we possibly can to insure the success of this course."

The board of trustees is planning sectional meetings in the southeastern area to facilitate development of the program of solicitation for the scholarship fund. Mr. Broeman reported that \$68,000 had already been pledged to the fund, with \$41,000 of this amount coming from bakers and baking companies and \$27,000 from allied men and allied firms.

DRIVE-IN BAKERY PLANNED

ELIZABETH, N.J.—A site here has been leased by Jones Pies, Inc., for a drive-in pie bakery. Permission has been obtained from the government for construction of a one-story building.

Pyrenone*
WHEAT PROTECTANT

*Reg. U. S. Pat. Off.

Notes from SBA Convention

PALM BEACH—Plans for holding a Southern Bakers Assn. Production and Management Conference in Atlanta Sept. 17-18 were announced by E. P. Cline, SBA secretary-treasurer, at the bakers' business session the morning of May 7. Co-chairmen of the production conference will be Wallace K. Swanson, Columbia Baking Co., Atlanta, and J. M. Albright, American Bakeries Co., Atlanta.

* * *

Bert Cline, who last year gave the shortest secretary's report on record when he said "there's enough money in the treasury to pay all bills," took a little more time at the morning business session May 7 and gave a complete report of the Southern Bakers Assn. financial standing and its program for the year just passed. His report showed the association to be in a very satisfactory financial position and it reflected a record of a successful year's operations.

* * *

When W. B. Lovvorn, Morten Milling Co., Columbia, S.C., was elected vice president of the Southern Bakers Allied Assn. he was called on for a speech. Bill got a big laugh when he said that if a flour salesman is popular enough to be elected to an office, "you know he isn't getting any business."

* * *

Ogden Geilfuss, National Yeast Corp., Chicago, stopped in Orlando, Fla., returning from the SBA convention to look after details in regard to his 40-acre orange grove near there. Ogden purchased the property

about two years ago and plans eventually to build a house on it.

* * *

Two sailfish were brought in on one boat when it returned Tuesday afternoon. Richard Walsh, National Yeast Corp., New York, landed one 7 ft. 6 in. in length and Albert Beck, Beck's City Bakery, Newport News, Va., successfully landed and released a 5 ft. 9 1/2 in. sailfish, both from the same boat.

* * *

The yacht, "HumKo," owned by the HumKo Co., Memphis, was active on pleasure cruises throughout the convention. The SBA governors and officers held a meeting on the boat Sunday, May 6, and the "HumKo" made several trips during the rest of the convention to accommodate the ladies attending the meeting. When the "HumKo" was returning from the governors' cruise it ran into trouble in docking. The ship draws over 7 ft. and the low tide brought the water depth down to approximately 6 ft.

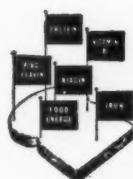
* * *

Mr. and Mrs. Gerald Massie, Commander-Larabee Milling Co., Atlanta, were showing pictures of their newly-acquired 25-acre property near Atlanta. Gerald and Elizabeth plan to move into their new home about June 1, calling it "Lone Star Ranch," in honor of Gerald's former home state. They are announcing their plans to fly Georgia and Texas flags because a few miles farther down the road is "Little Gardens," the coun-

(Continued on page 24)

SUNNY KANSAS

SUNNY KANSAS is the kind of flour that gives the baker trouble-free production and a fine-textured, tasty loaf. This famous brand will do its full share to build consumer satisfaction. The extra-fine premium wheat selected for **SUNNY KANSAS** insures these baking results.



Exceptional Bakery Flours TWELVE-40 NO-RISK PLA-SAFE

THE ABILENE FLOUR MILLS CO.

ABILENE, KANSAS

Capacity 3,000 Cwts. Daily

Grain Storage 1,800,000 Bus.

All Grades RYE FLOUR

1000 cwts. Flour—250 cwts. Meal

GLOBE MILLING COMPANY
WATERTOWN, WISCONSIN

THE WICHITA FLOUR MILLS CO.

5,000 Sacks Capacity

WICHITA

1,000,000 Bushels Storage

KANSAS

CABLE ADDRESS, "SENTINEL"

Diamond D A High Grade Baker's Spring Patent. Milled under Laboratory Control from Montana Spring Wheat.

Sheridan Flouring Mills, Incorporated

SHERIDAN, WYOMING

After all!

"THERE IS NO SUBSTITUTE FOR QUALITY"

For More Than 50 Years...
Millers of Quality Flours

WINGOLD ★ WINONA
FLOUR

These Brands Are Absolutely Dependable.

★ ★ ★

BAY STATE MILLING CO.
MANUFACTURERS OF
HARD SPRING WHEAT & RYE FLOURS
WINONA, MINNESOTA

Cut Yourself
in on this



\$5000

Cooku!

FREE SALES AIDS
bring you Cherry Winks
Formula and Colorful
Display Pieces

Formula has been thoroughly tested in typical commercial bakeries and has proved to be a practical, profitable, fast-selling item.

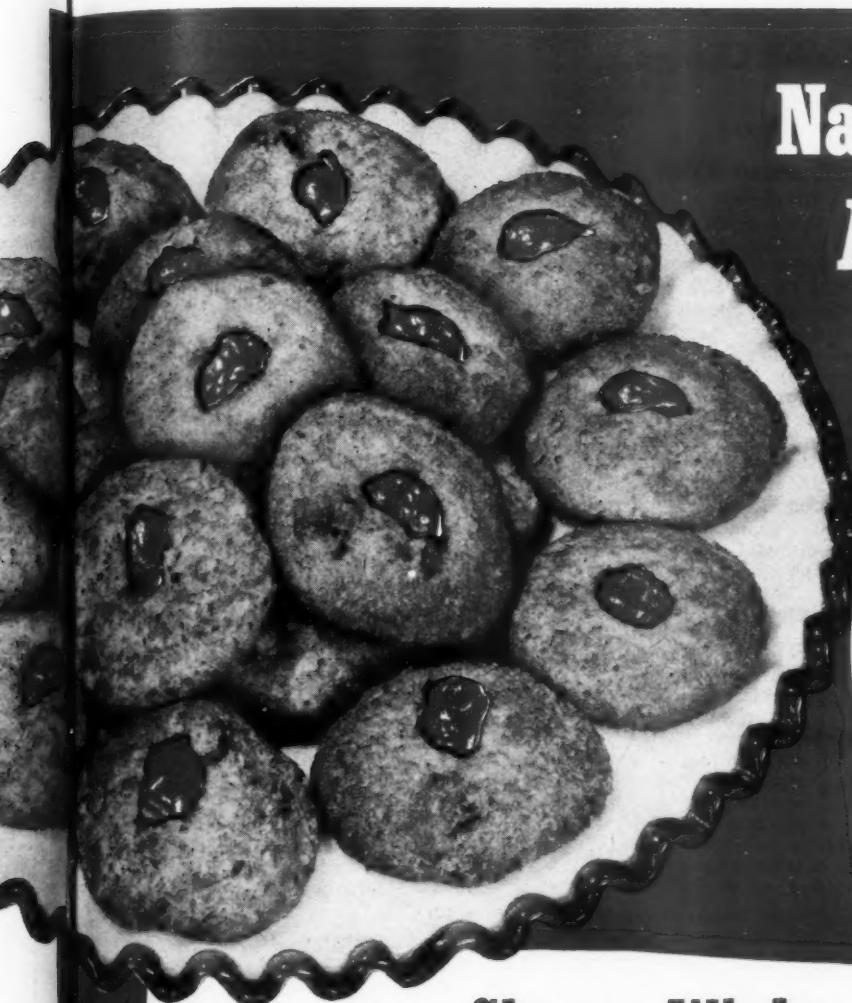
Display material includes colorful window and inside pieces which tell your customers and passers-by that you have these cookies.

GET YOUR FREE SALES AIDS RIGHT AWAY!

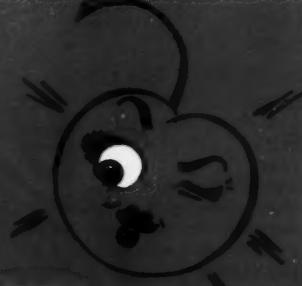
Ask your Pillsbury salesman or jobber, or write

PILLSBURY MILLS, Inc.

General Offices: Minneapolis 2, Minn.



Nationally
Advertised



Cherry Winks

Cherry Winks



chosen from among hundreds of thousands of entries for a Top Prize in Pillsbury's 2nd Grand National.

spotlighted in full color pages—June and July issues—in BETTER HOMES AND GARDENS, GOOD HOUSEKEEPING, WOMAN'S DAY, EBONY, SUCCESSFUL FARMING, WOMAN'S HOME COMPANION (combined circulation over 16,000,000).

featured by Arthur Godfrey on his tremendously popular coast-to-coast program over 160 CBS stations.

Backed by a hard hitting national advertising campaign, Cherry Winks are going to be one of the most widely publicized foods in the country these next few weeks.

Thousands of women in your neighborhood will want to treat their families to these tempting cookies—*Already Baked*. Why not give them the opportunity to buy Cherry Winks from you?

**So why not feature this easy-to-make, easy-to-sell
item and make yourself some extra profits?**

Crispy Crusts Give Hearth Bread Appealing Flavor

IRISH BREAD

50 lb. bread flour
1 lb. 8 oz. sugar
1 lb. salt
3 oz. yeast food
1 lb. 8 oz. milk solids (non-fat)
1 lb. yeast
1 lb. 8 oz. shortening
30 lb. water (variable)

Dough temperature, 78 to 80° F. First punch about 1 hr. 45 min. Second punch 45 min. To the bench 15 min. Scale and round up. Make up into loaves with square ends.

Place two loaves together, side by side, between cloths.

Allow to proof and peel into the oven like French bread. Do not cut the tops. Have plenty of steam in the oven. The loaves should split open very nicely. Sometimes better results are obtained by washing the bread, with water, before it goes into the oven.

Irish bread is usually baked on the hearth. It may also be baked on bun pans. Place six or seven loaves, side by side, on the pans; allow them to proof and then bake. This method will produce less crust on the loaves, as only the two end loaves will be crusted on the sides.

If the oven is somewhat hot this procedure may offer some difficulty, due to the center loaves being apt to be underbaked, or the top crust becoming too dark when the center loaves are properly baked.

COTTAGE BREAD

25 lb. flour
16 lb. water (variable)
8 oz. yeast
1 1/2 oz. yeast food
1 lb. brown sugar
1 lb. shortening
8 oz. milk
8 oz. milk solids (non-fat)

Dough temperature 78 to 79° F. First punch approximately 1 hr. 45 min. Second punch 45 min. To the bench 15 min.

Scale into 9 oz. pieces and round up. Allow to rest for about 10 min. and then flatten out, using plenty of dusting flour. Place one piece on top of another. Press together well.

Allow full proof on dusted cloths or proofing peels. Dust slightly on top with flour. Then dock several times in the center of the top. Place in the oven using a small amount of steam.

Bake at about 425 to 435° F.

DUTCH FRUIT (HEARTH) BREAD

Mix together:

3 lb. sugar (sucrose or dextrose)
1 lb. milk solids (non-fat)
3 oz. salt
1 lb. 12 oz. shortening
1/2 oz. cinnamon
Lemon to suit

Add gradually:

1 lb. egg yolks
12 oz. whole eggs

Mix together and add:

1 lb. yeast
8 lb. water (variable)

Then add and mix in until smooth:

15 lb. bread flour

Then add and mix until smooth:

3 lb. currants
1 lb. 12 oz. diced mixed peel.

Dough temperature 82° F.

Punch in about 1 hr. 30 min. Take to the bench 15 min. later. Scale and round up. Give about 15 to 20 min. intermediate proof and then make up into long or round loaves. Place on proofing peels or in dusted

Properly Made and Hustled to the Customer While Fresh, Hearth Breads Will Be Greeted as a Welcome Change

By A. J. Vander Voort
Technical Editor, *The American Baker*

boxes. Place in the oven and bake at 410° F. Use steam during baking.

After the bread is removed from the oven, ice the bread with a water icing to which has been added a little cinnamon.

SESAME EGG BREAD

13 lb. flour
8 lb. 4 oz. water (variable)
4 oz. salt
5 oz. yeast
2 oz. malt
1 oz. yeast food
12 oz. sugar (sucrose or dextrose)
10 oz. milk solids (non-fat)
14 oz. shortening
10 oz. egg yolks.

Mix in the usual manner. Dough temperature 80° F. First punch about 1 hr. 30 min. Second punch 45 min. Take to the bench 15 min. later.

Scale into pieces of desired size and round up. Allow sufficient time for intermediate proof. Then reround firmly, wash with egg wash and dip washed rounded loaves in sesame seed. Give about 1/2 proof and cut three times across the top. Bake at about 425° F. using plenty of steam.

ITALIAN BREAD

50 lb. flour
30 lb. water
12 oz. yeast
2 oz. yeast food
8 oz. malt
1 lb. salt

Dough temperature 78° F.

First punch about 2 hr. Second punch 1 hr. To the bench 30 min. later.

Italian bread is made in many shapes and sizes. It is always baked on the hearth. It can be made by the sponge or straight dough pro-

cess. The formula is quite lean. The loaves should be baked with plenty of steam. The oven temperature should be lower than for pan bread.

The crust should be quite thick and brittle. The dough should be well aged. The loaves should be placed in the oven, after quite a short proof and after cutting the surface of them with a sharp knife.

The finished loaves should have wild breaks. The shape and size of the loaves depends upon consumer preference.

Note: Many bakers making this type of bread run the dough through a dough brake from 12 to 20 times. This produces a very smooth crust and a smoother interior.

MILK HEARTH BREAD

12 lb. bread flour
2 lb. pastry or cake flour
8 lb. 8 oz. water (variable)
5 oz. yeast
3/4 oz. yeast food
5 oz. salt
2 oz. malt
4 oz. sugar
14 oz. milk solids (non-fat)
8 oz. butter
8 oz. egg whites

Incorporate all the ingredients in the regular method. Add the butter when the dough is about 1/2 mixed and the egg whites as soon as the butter is incorporated.

Dough temperature 80° F. First punch approximately 1 hr. 35 min. Second punch 45 min. To the bench 15 min. later.

Scale and round up. Give about 15 min. intermediate proof and make up into hearth bread shapes.

Note: Turn steam into oven be-

fore loading the bread and use steam until the bread is practically baked so as to insure a tender and crisp crust.

SWEDISH HEALTH BREAD

7 lb. clear flour
6 lb. whole wheat flour
8 lb. water (variable)
8 oz. yeast
8 oz. brown sugar
8 oz. honey
5 oz. salt
4 oz. milk solids (non-fat)
4 oz. shortening

Method: Soak the whole wheat flour in part of the water for about 15 min. Add the balance of the other ingredients and mix in the usual manner.

Dough temperature 79 to 80° F. First punch 1 hr. 15 min. Second punch 30 min. To the bench 15 min. Scale and round up. Make up like hearth bread. Proof and then bake at about 420° F. Use plenty of steam during the baking period.

FRENCH BREAD (Straight Dough)

20 lb. flour
12 lb. water (variable)
6 1/2 oz. salt
6 1/2 oz. yeast
4 oz. shortening

Dough temperature 80 to 81° F. First punch about 1 hr. 50 min. Second punch 45 min. Take to the bench about 10 min. later.

Scale into desired pieces and round up. Give 15 to 20 min. intermediate proof. Then make up into long loaves with blunt ends, and place in boxes or on peels that have been dusted.

Give short proof. Cut with a Vienna knife before placing in the oven. Use plenty of steam in the oven.

VIENNA BREAD

20 lb. flour
11 lb. water (variable)
7 oz. salt
6 oz. sugar
10 oz. shortening
5 oz. yeast
1 1/4 oz. yeast food
6 oz. milk solids (non-fat)

Dough temperature 78° F. First punch approximately 1 hr. 30 min. Second punch 1 hr. To the bench 30 min. later.

Scale and round up. Allow to rest for about 15 or 20 min. and make into Vienna loaves. Proof and then cut the loaves before placing them in the oven. Use plenty of steam during baking.

FRENCH BREAD (Sponge Dough)

Sponge:
35 lb. flour
20 lb. yeast
8 oz. malt
1 lb. yeast
8 oz. yeast food

Sponge temperature 76° F. Fermentation time 4 1/2 to 5 hr.

For the dough add:
1 lb. sugar (sucrose or dextrose)
1 lb. salt
2 lb. 8 oz. egg whites
1 lb. 8 oz. shortening
15 lb. flour
10 lb. water (variable)

Dough temperature 80° F. To the bench 15 min. after mixing.

Procedure: For making French bread the dough should be somewhat stiffer than for pan bread. It should be aged a little more. The use of

Hearth Breads

AVARIETY of hearth breads will stimulate sales for almost any baker. Hearth breads have sales appeal. Their fresh, crispy crusts and generous amount of crust is, to a large extent, responsible for their delicious flavor. They make an excellent change from the regular bread served, and the housewife welcomes the opportunity of buying this type of loaf. Hearth breads usually are made from leaner doughs than are pan breads. The fermentation period also is different. A characteristic flavor is produced. This variety of bread requires a good supply of low pressure steam during baking. The steam, because of a more complete gelatinization of starch on the surface of the loaf, makes the loaf soft and pliable, producing somewhat greater expansion. The steam should be shut off after the loaves have expanded in order to produce a crust that is short and crispy. Allowing the steam to remain on too long causes a rubbery, tough crust. It is of the utmost importance that this type of bread reaches the table as fresh as possible because the eating quality in most instances decreases as the loaves get older. Wrapping this type of bread is very apt to soften the crust, making it rubbery

and tough. It will take some sales effort in order to promote the sale of hearth bread. But, if you are not making this type of bread now, it will pay you to give it a trial. With plenty of good butter hearth bread can be almost a meal in itself.



A. J. Vander Voort

higher percentages of sugar will cause the crust to soften faster. Use plenty of steam in the oven.

**DUTCH TOPPING BREAD
(No. 1)**

15 lb. flour
8 lb. 8 oz. water (variable)
5 oz. yeast
4 oz. salt
6 oz. sugar
4 oz. milk solids (non-fat)
4 oz. malt
10 oz. egg yolks

Mix in the regular manner. Dough temperature 80° F. Punch in about 2 hr. 30 min. To the bench 1 hr. later. Scale and round up. Allow to rest for about 15 min. and make up.

When the loaves are about half proofed cover the tops with the following topping.

Mix together:
2 lb. water
3 oz. yeast

Add and mix in until smooth:
2 lb. rice flour
2 oz. sugar
4 oz. shortening
1 oz. salt

Finish proofing the bread and then place in the oven using plenty of steam.

Note: The topping should have the consistency of a cake batter.

**FRENCH BREAD
(Batter Sponge)**

Sponge:
12 lb. flour
10 lb. water
12 oz. yeast
% oz. yeast food

Sponge temperature 80° F. Sponge time approximately 2 hr. or until it drops.

For the dough add:

12 lb. flour
2 lb. 12 oz. water (variable)
8 oz. salt
10 oz. sugar
1 lb. 12 oz. shortening

Dough temperature 80° F. Allow dough to rest for about 20 min. and then scale and round up. Give about 15 min. intermediate proof and then make up.

Allow to proof and then place in the oven using plenty of steam.

JEWISH TWIST

Sponge:
32 lb. flour
15 lb. water
12 oz. yeast

Temperature 78° F. Sponge time 3 hr.

Dough:

10 lb. water (variable)
18 lb. flour
1 lb. salt
12 oz. malt
1 lb. sugar
2 lb. 8 oz. whole eggs
1 lb. shortening or oil

Dough temperature 80° F. Dough time 15 min.

Scale and round up. Then make up into desired shape and proof. Wash with a good egg wash and bake at about 420° F. using plenty of steam in the oven.

**DUTCH TOPPING BREAD
(No. 2)**

12 lb. flour (bread)
2 lb. pastry flour
8 lb. 8 oz. water (variable)
12 oz. milk solids (non-fat)
6 oz. shortening
8 oz. egg whites
5 oz. yeast
% oz. yeast food
6 oz. sugar (sucrose or dextrose)
3% oz. salt

Procedure: Mix the dough by the regular procedure except for the egg

whites, which should be beaten up and added when the dough is about half way mixed.

Dough temperature 80° F. First punch approximately 1 hr. 30 min. Second punch 45 min. later.

Scale and round up and allow about 15 min. intermediate proof before making up. Just before the bread goes into the oven, cover the tops of the bread with the following Dutch topping.

Mix together:

10 oz. rice flour
1½ oz. sugar
1½ oz. salt
12 oz. water
1½ oz. yeast

Mix until smooth, then add:

2½ oz. melted butter

Allow this mixture to stand for about an hour before putting it on the bread. Use plenty of steam in the oven.

**SOUR FRENCH BREAD
(Straight Dough)**

Ferment for starting:
3 lb. hot potato water
1-1½ lb. boiled mashed potatoes
Peel potatoes and boil until thoroughly done and mash in potato water so they total approximately 8 lb.

7 lb. water

10 oz. yeast

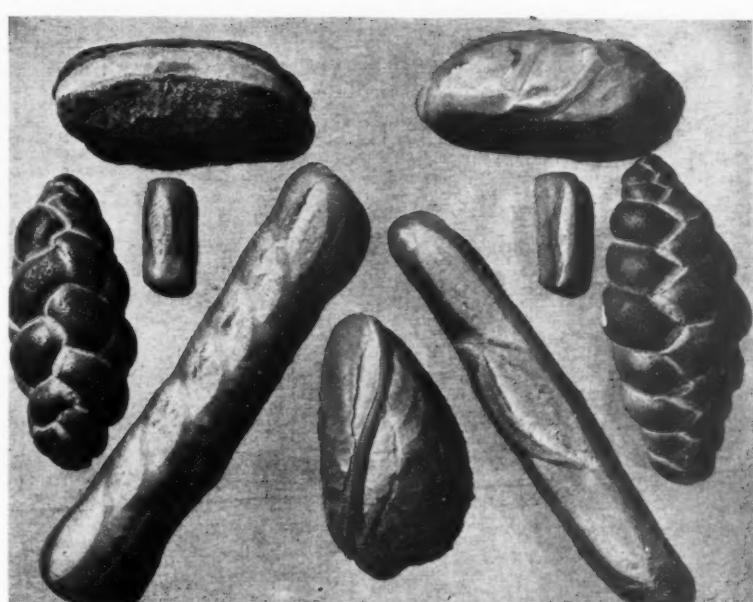
Mix all the ingredients in then ferment thoroughly and let stand at ordinary room temperature, 75° F. for approximately 24 hr.

Dough:

100 lb. hard wheat flour
50 lb. water
11 lb. ferment
2 lb. sugar (sucrose or dextrose)
1 lb. 8 oz. salt

Mix the dough thoroughly until smooth. It should have a firm consistency or feel.

Dough temperature 82 to 83° F. Fermentation time about 2 hr. 15



Hearth Bread and Rolls

en in approximately 1 hr. 15 min. min. The first punch should be given. Bake at about 425° F. using plenty of steam.

To make the ferment for the following day, use the same amount of potatoes, potato water and tap water. Mix together with 1 lb. of the above French dough. In other words, a piece of dough should be held over each day to start the next dough in place of using regular yeast.

RAISIN HEARTH BREAD

20 lb. bread flour
13 lb. water (variable)
10 oz. yeast
5 oz. salt
% oz. yeast food
1 lb. sugar

1 lb. milk solids (non-fat)
12 oz. shortening
12 lb. midget raisins
1 lb. chopped glazed cherries
1 lb. diced citron peel.

Note: Add the raisins, cherries and citron during the last stage of mixing.

Dough temperature 80° F. First punch about 1 hr. 45 min. Second punch 45 min. Take to the bench 20 min. later.

Scale and round up. Give about 20 min. intermediate proof and then reround. Place on proofing peels or baking screens and allow to proof. Bake at about 400° F. When the bread is removed from the oven wash with a glucose glaze and then dip the loaves in coarse granulated sugar.



French Style Hearth Breads Are Always Popular

Centennial FLOURING MILLS CO.

GENERAL OFFICES: 340 CENTRAL BLDG., SEATTLE 4, WASH.

DOMESTIC AND EXPORT MILLERS • DEALERS IN ALL TYPES OF PACIFIC NORTHWEST WHEAT

GOLD DROP PIE and COOKIE FLOUR
PYRAMID CONE FLOUR
CENTENNIAL CAKE FLOUR
BLUESTEM and HARD WHEAT BAKERS FLOURS

6,500,000 Bushels
Country and Terminal Storage

NEW SPOKANE MILL... ONE OF
THE WORLD'S MOST MODERN

MILLS AT SPOKANE • WENATCHEE • RITZVILLE • PORTLAND

SBA Notes

(Continued from page 17)

try home of Mr. and Mrs. Stewart Carver, Union Steel Products Co., Lawrenceville, Ga., where the Confederate flag flies when the Carvers are at home.

Speaking of new property acquisitions, J. R. Henderson, Pillsbury Mills, Inc., Atlanta, was enthusiastically reporting on his purchase of a grapefruit grove with 2,500 trees in eastern Florida.

Outstanding entertainment event of the convention was the "Carolina Showboat" party presented Monday evening, May 7. The "Showboat" program was presented through the courtesy of the Bakers Association of the Carolinas and was under the direction of Jack Lanum, Anheuser-Busch, Inc., Atlanta. Black-face stars of the show included Charlie Banks, H. H. Claussen's Sons, Inc., Augusta, Ga., and Fred Porter, E. I. du Pont de Nemours, Atlanta, Ga. The rest of the cast of the "Showboat" presentation was made up of the bakers and allied men who appeared at last year's convention of the Bakers Association of the Carolinas and at the Christmas party of the Atlanta Bakers Club. A new show, "The Gay Nineties Review," is planned for the June convention of the Bakers Association of the Carolinas to be held at Myrtle Beach.

Raymond B. Streb, Royal Baking Co., Raleigh, N.C., just before embarking on a fishing trip, remarked that he didn't know whether he wanted to catch a sail fish or not as he had heard that they now cost \$1.25 an inch to mount.

G. Warren Wheeler and Mrs. Wheeler, Bakers Review, New York, left the convention one day early to begin a two-month auto trip through the South to the West Coast. The Wheelers plan to be in Kansas City for the Heart-of-America convention in June and the annual Wheat Field Day. They plan to arrive at New York about June 30.

A sorority party at the Palm Beach Biltmore on the opening week end of the convention added more youth than usual at a bakers' meeting. One allied man, not knowing of the party, said he didn't know there were so many bakers' daughters in all the country, let alone in Southern Bakers Assn. area.

Jimmy Gheen was the featured speaker at the annual banquet the evening of May 8, through the courtesy of International Milling Co. The second wedding anniversary of Mr. and Mrs. E. P. Cline was noted at the

annual banquet by Hugh Adcock, Corn Products Sales Co., Atlanta, who served as master of ceremonies. Mr. and Mrs. Cline were married May 7, 1949, following the Southern Bakers Assn. convention held in Memphis.

Introduced at the banquet were Mrs. Charles Fuchs, Miami, and Mrs. Harvey Williamson, Durham, N.C. The late Mr. Fuchs and the late Mr. Williamson were both very active in affairs of the Southern Bakers Assn. and Mrs. Williamson is currently serving on the board of governors, first woman in the history of the association to be so honored.

Earle P. Colby, retiring president of the association, was presented a gift of silver for his service to the SBA during the past year. S. Fred Brown, who resigned as president of the Southern Bakers Allied Assn. to join H. H. Claussen's Sons, Augusta, Ga., was presented a set of golf clubs for his service as allied president.

(Continued on page 66)

PRESTON-SHAFFER MILLING CO.
MERCHANT MILLERS
ESTABLISHED 1865

SOFT WHITE WINTER WHEAT FLOUR A SPECIALTY

Also Choice Blue-Stem and Hard
Spring Patents

WE INVITE EXPORT CORRESPONDENCE

General Offices: WALLA WALLA, WASHINGTON
Mills at Waitsburg, Washington, Freewater, Oregon, and Athens, Oregon
Atlantic Coast Office, RAYMOND F. KILTHAU, Produce Exchange, New York

Fisher's

THE largest and most modern flour mill and elevators on the Pacific Coast with storage capacity at our mills of 2,500,000 bushels, together with more than one hundred elevators and warehouses in the choicest milling wheat sections of Montana, Idaho and Washington, insure the uniformity of all Fisher's Flours.

FISHER FLOURING MILLS CO., SEATTLE, U.S.A.

Domestic and Export Millers
CLIFF H. MORRIS & CO. EASTERN REPRESENTATIVE, 25 Beaver Street, NEW YORK CITY

WESTERN MILLING CO.

MONTANA SPRING WHEAT PATENT FLOUR
BLUESTEM—PATENT FLOUR
FINEST SOFT WINTER WHEAT PATENT FLOUR

General Offices: Walla Walla, Washington

BLAIR'S Certified
FLOUR FEEDS
BLAIR MILLING CO., Atchison, Kans.

MICHIGAN FLOURS
(Quality Controlled)
CHELSEA MILLING CO.
Chelsea, Michigan

We Specialize in...
FLOUR for BAKERS
SPRING WHEAT • KANSAS WHEAT • SOFT WHEAT
"The Beardstown Mills"
BEARDSTOWN ILLINOIS

Snow Lily
Fancy Short Patent
Biscuit and Pastry Flour
ENNS MILLING CO., Inman, Kan.
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AMES HARRIS NEVILLE CO.
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PORTLAND
LOS ANGELES
BERKELEY
MULTI-WALL PAPER BAGS
BURLAP AND COTTON BAGS
AND SEWING TWINE

DIXIE-PORTLAND FLOUR CO.

ARKANSAS CITY FLOUR
MILLS CO.
Arkansas City, Kansas

THE HIGGINSVILLE
FLOUR MILL
Higginville, Missouri

DIXIE-PORTLAND
FLOUR MILLS
Richmond, Virginia

Capacity 14,000 Sacks Daily
SOUTHERN OFFICES: Memphis, Tennessee

One Ideal source of supply for all your flour needs
FAMILY • BAKERS • CRACKERS • CAKE

BE SURE WITH



Identical Performance

FLOUR

NEEDS NO BLENDING

GOOCH MILLING & ELEVATOR CO.
LINCOLN, NEBRASKA

Daily Capacity 5,000 Cwts.

Elevator Space 2,100,000 Bus.

BAKERY MERCHANDISING

Community Parties Skyrocket Doughnut Sales

"Dunking Festivals" Build Good Will for Baking Industry, Back Up Bread Sales — Some Bakers Plan to Repeat Parties Yearly

Increased community awareness of the baking industry and a large jump in doughnut sales are the twin results of a promotion which stages community "doughnut dunking festivals" throughout a baking firm's market.

The idea of community promotions aimed directly at children and with a minimum of commercialization has been found to build more good will for the baking industry, the participating companies and civic groups than the same effort devoted to selling-type advertising.

The promotion is simplified for bakers through the efforts of Stanley Andersen, Doughnut Corporation of America, New York, known as "Stan, Stan the Donut Man," and an expert in doughnut promotion.

For several months, Mr. Andersen has staged promotions of the community festival type in many locations throughout the U.S., taking charge of the publicity and detailed plans for the affair, consulting and assisting bakery sales managers in alerting their staffs so that the greatest good is received from the promotions, and cooperating with local civic groups and publicity mediums to arrange the proper sponsorship for the festival.

Mr. Andersen points out that in nearly every case a local civic organi-

zation is featured as presenting the community festival, with the baking industry remaining in the background even though a considerable part of the promotion's expenses are borne by the bakery.

By this method, it is felt, more good will is obtained for the baking firm and the industry as a whole than if the company were prominent in publicity as the donor of the affair.

Free of any taint of commercialism, wholehearted cooperation is received from newspaper, radio stations and civic groups. Optimist Clubs, Rotary International organizations, Chamber of Commerce groups, and others are approached as prospective sponsors of the festival. This selection of a civic unit as sponsor of the parties emphasizes the fact that the festivals were conceived to "do something for the kids," and paves the way for a yearly repetition of the community doughnut party.

Although several such promotions have been successfully presented in other parts of the country, this was the first time that wholesale bakeries in the Upper Midwest had been given a chance to participate in the sales and good will building plan.

Participating were the Federal Bakery at Winona and Rochester, Minn., and Erickson's Bakery at La



DUNKING CONTEST—One of the highlights of the community doughnut dunking festival is the "doughnut pie" contest. (Doughnut pies are made rapidly by tossing a doughnut into the center of a meringue or cream-filled pie.) At the left is Stanley Andersen, Doughnut Corporation of America, Inc., New York, who organizes the games at the parties; Bobby Benson, star of the show, and Ray Ping, sales manager for Erickson's Bakery, La Crosse, Wis., master of ceremonies, watching a youthful contestant race to win the contest by being the first to blow up the balloon to the breaking point.

Crosse and Baraboo, Wis. Plans were laid to include the Trausch Baking Co., Dubuque, Iowa, in Mr. Andersen's promotional swing, but floods in the area necessitated cancellation of the plans. Shows were also held at Red Wing and Prairie du Chien.

Leif Erickson, president of Erickson's Bakery, stated that he had "never run into anything that has done so much good for the community and for our organization." In that area, 64,000 consumers watched the shows.

Mr. Erickson and Ray Ping, enterprising sales manager of the Erickson organization, worked closely with Mr. Andersen and were the operating pipeline between the DCA promotional expert and the communities where Erickson's was sponsoring the community party. Norvel Borros, production head of Erickson's, backed up the entire promotion with quality doughnuts, which played an important part in holding up sales throughout the three weeks of promotion and tie-in advertising which followed the appearance of Bobby Benson, Mr. Andersen, and the rest of the show cast.

In the Federal Bakery territory, Ed Hostettler, sales manager of that organization, contributed his organizational experience in making the parties a success.

In addition to building good will, the doughnut promotion is intended to show the wholesale baker how the production of quality yeast raised and cake doughnuts can act as an important back stop to his bread sales, permitting him to reinforce his position in a particular market inexpensively.

Doughnut consumption is increasing steadily and phenomenally. Mr. Andersen points out: From 10 million yearly in 1940 to approximately 70

million yearly in the past three years. The saturation point is not in sight, the doughnut promotion expert points out, since about 65% of the market remains to be developed.

Following community festivals of the type described, it is not unusual for each route to show an increase of better than 10%. This increase seems to hold up, even after advertising is reduced to the normal level.

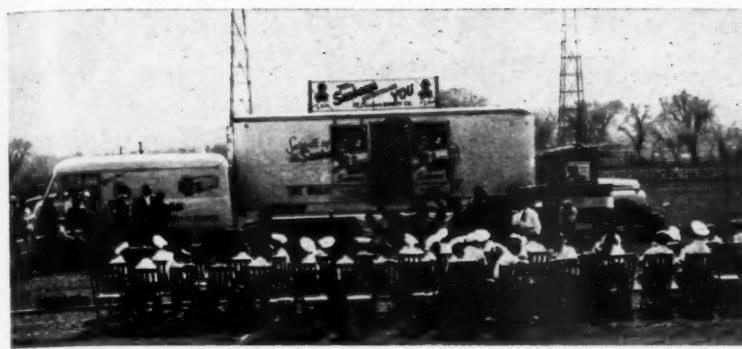
Main drawing card at the doughnut parties is Bobby Benson, youthful star of the Mutual radio show, "Bobby Benson of the B Bar B Ranch Riders." The only expense incurred by the sponsoring baker in making



PROMOTE COMMUNITY PARTY—Shown above are baking industry and radio personalities who cooperated with Stanley Andersen, Doughnut Corporation of America promotion expert, in promoting community doughnut dunking festivals in the Upper Midwest recently. Left to right, they are: Ed Hostettler, Federal Bakery, Inc., Winona; Tex Fletcher, radio and movie star, with Ronnie Ping; Leif Erickson, president of Erickson's Bakery, La Crosse; with Bobby Benson, guest of Ronnie and star of the show, and Ray Ping, Erickson sales manager. Norvel Borros, Erickson production chief, was not present when the picture was taken.



BOBBY'S PLANE—Three thousand kids gathered at the Minneapolis International airport recently to see Bobby Benson, juvenile cowboy radio star, return to his "ranch" after entertaining 64,000 at community doughnut dunking festivals in southern Minnesota and Wisconsin.



MOBILE BACKDROP—Relays and delivery trucks of the baking firms putting on the community doughnut dunking festivals acted as mobile backdrops for the stage on which the two-hour show was presented. Shown in the foreground are members of the youthful drum and bugle corps which played in the street parades and the shows. Over 64,000 spectators attended the various shows making up the doughnut festival.

the Benson show available is the transportation involved. Along with Bobby, Tex Fletcher, radio and movie star, who portrays the part of Tex Mason, singing foreman of the B Bar B, contributes to the success of the dunking parties by singing songs and leading the crowd in community singing.

Stanley Andersen, sparkplug of the community dunking parties and an expert in doughnut promotions, began his career in the baking industry 17 years ago. During the war, he developed the acceptance of doughnuts with the service quartermaster units, and served as civilian consultant to the American Red Cross throughout the world.

Mr. Andersen's catch title, "Stan, Stan the Doughnut Man," was developed during the war while he was touring the European Theater entertaining the troops and, incidentally, creating a larger market for doughnuts.

After the promotional idea has been outlined to the baker, with emphasis on community appreciation and good will to be gained through the lack of commercialism, Mr. Andersen gets the festival plans rolling with

a luncheon meeting of interested parties in the community, including the heads of the civic groups which have been approached to sponsor the event, the bakery personnel, particularly the sales managers, radio and newspaper editorial and advertising personnel, committees of businessmen's groups, the mayor and representatives of the Boy and Girl Scouts of America.

By "playing-down" the baking industry, and spotlighting the civic sponsors, Mr. Andersen feels, the baker gets credit he might not otherwise have had. For this same reason, selling copy is avoided in newspaper advertising during the build-up period preceding the show.

Follow-Up Advertising

However, following the community party advertising is planned to capitalize on the popularity of Bobby Benson, and the pleasant memory consumers have of the festival.

Following the organizational luncheon, and with the permission of the respective school boards, a letter from Bobby Benson was read to students in 74 schools, telling everyone that the giant community festival was coming along soon, and detailing plans for the show and the appearance of the B Bar B Ranch gang.

Merchants cooperated, with 10 to 15 downtown stores in each town installing window displays promoting the show and the street parade which customarily precedes it, including in the display photographs of young Benson and his troupe.

One of the few direct promotional expenses incurred by the bakery is in the purchase of radio time—several 15-minute shows during which Mr. Andersen builds up the coming festival, relates the history of "doughnut dunking," and interviews local figures to stimulate interest in the party.

Station-break spots are used for the same purpose. In the Upper Midwest promotion, the spot announcements outlined the community festival and also introduced a new package of yeast raised doughnuts in the market.

In addition to the paid time, radio stations contributed free time for the promotion of the community party. In the six cities involved in this promotion, bakers paid for 263 spots promoting doughnuts and the party. Radio stations contributed 362—plus six 15-minute interview shows.

The baking firms allot sums for the purchase of prizes to be donated at the community festival. At La Crosse, Wis., a pony, complete with saddle and bridle, was awarded. A drawing is held with prizes totaling approxi-

(Continued on page 62)

For a cool family treat—

SERVE A
SUMMER SNOW CAKE

as advertised in
GOOD HOUSEKEEPING, LOOK, and TRUE STORY

BOTH BARRELS—The American Homemaker will be hit with both barrels this summer to convince her that coconut cake from her baker is one of her best buys. The Bakers of America Program will fire one barrel, with advertisements promoting coconut cake scheduled for Look, Good Housekeeping and True Story. The other barrel is shown above—the "Summer Snow" cake promoted by the Franklin Baker division of General Foods Corp. Show case and window posters are available from the company, as well as newspaper mats, radio announcements and formulas.

Promoting Bread and Rolls

Good Housekeeping Barbecue Cookbook Can Stimulate Sales

Publication of a 36-page barbecue cookbook in the July issue of Good Housekeeping, to appear on newsstands June 20, will present an opportunity to bakers to stimulate the summer sales of bread and rolls.

Plans are now underway for a national advertising tie-up via Bakers of America Program and for local baker advertising through use of a promotion prospectus being produced by the Fleischmann division of Standard Brands, Inc. Judging from advance information on the Good Housekeeping insert, Fleischmann reports, the magazine will do a "terrific job of selling America's homemakers on the idea that indoor and outdoor barbecues this summer are the answer to the family's demand for meals that are delightfully new and different.

"And as every baker knows, bread and rolls are always high on the list of foods that the barbecue lover must buy. Moreover, the Good Housekeeping article emphasizes that a wide variety of special breads and rolls is needed for the indoor and outdoor barbecues that are pictured."

Fleischmann plans to have its prospectus ready for distribution so that bakers can take full advantage of the Good Housekeeping article.

Titled "Nothing Sells Bread and Rolls Like Barbecues and Sandwiches," the eight-page prospectus offers suggestions for tieups by use of newspaper, posters, radio, television and direct mail. One of the features of the suggested campaign is the baker's use of pictures and formulas from the barbecue cookbook that are calculated to stimulate a demand for his own baked products.

Fleischmann points out that "in every case where a family decides to have a barbecue supper or lunch, in place of the regular indoor meal, the baker is bound to benefit through the purchase of additional baked products. Thus the article serves the double purpose of introducing new ideas on bread and roll uses, which will permanently benefit the baker, while stimulating an immediate increase in the purchase of baked products by encouraging barbecue meals."

Last year reprints of the Good Housekeeping sandwich manual were made available by the Bakers of America Program. This year, how-



PROMOTION PROSPECTUS—The Fleischmann division of Standard Brands, Inc., is preparing the above prospectus, to be used along with Good Housekeeping's barbecue cookbook for increasing sales volume of bread and rolls.

ever, because of the paper shortage, there will be no reprints of the barbecue cookbook.

BREAD IS THE STAFF OF LIFE

Chapman & Smith Announces Contest for Retail Bakers

CHICAGO—A spring contest designed to increase business for retail bakers Mondays through Thursdays has been announced by the Chapman & Smith Co. here. More than \$1,000 in prizes will be given to retailers for their suggestions.

The "Rolling Pin Contest" was developed by the Chapman & Smith Co. to help counteract the change in consumer buying habit, which has concentrated as much as 60% of retail food business over the week-end.

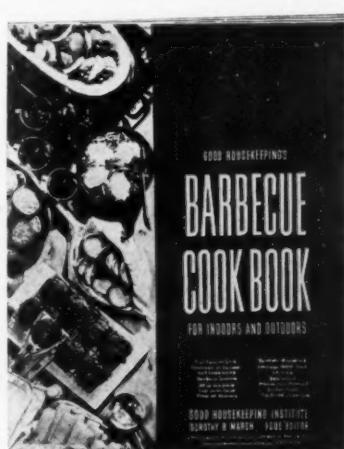
Any operating baker or employee can enter the contest by telling what he is doing to increase business on low-volume days through specials, new items, extra values or unusual merchandising schemes. Owners, employees, and salespeople are all eligible, and there is no limit to the number of entries. No week-end suggestions are eligible for prizes.

First prize is a television console. A power lawnmower, typewriter, camera, silver and many household appliances are offered as lesser prizes. The company points out that the contest is designed to pass on to all bakers valuable ideas for increasing business Mondays through Thursdays, and to "bring the problem out in the open—get bakers and industry leaders thinking about it."

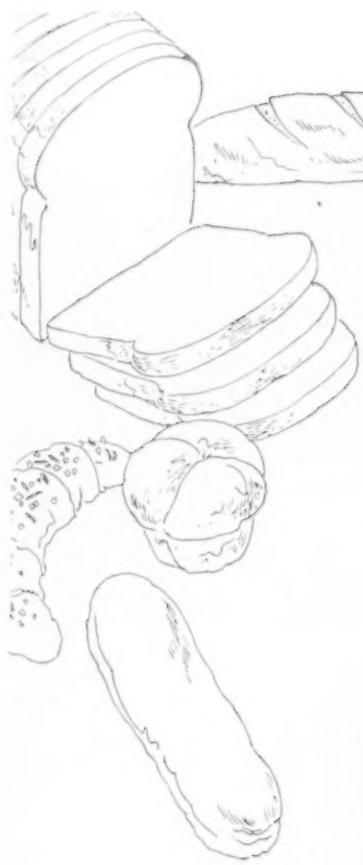
BREAD IS THE STAFF OF LIFE

STUDENTS TOUR BAKERY

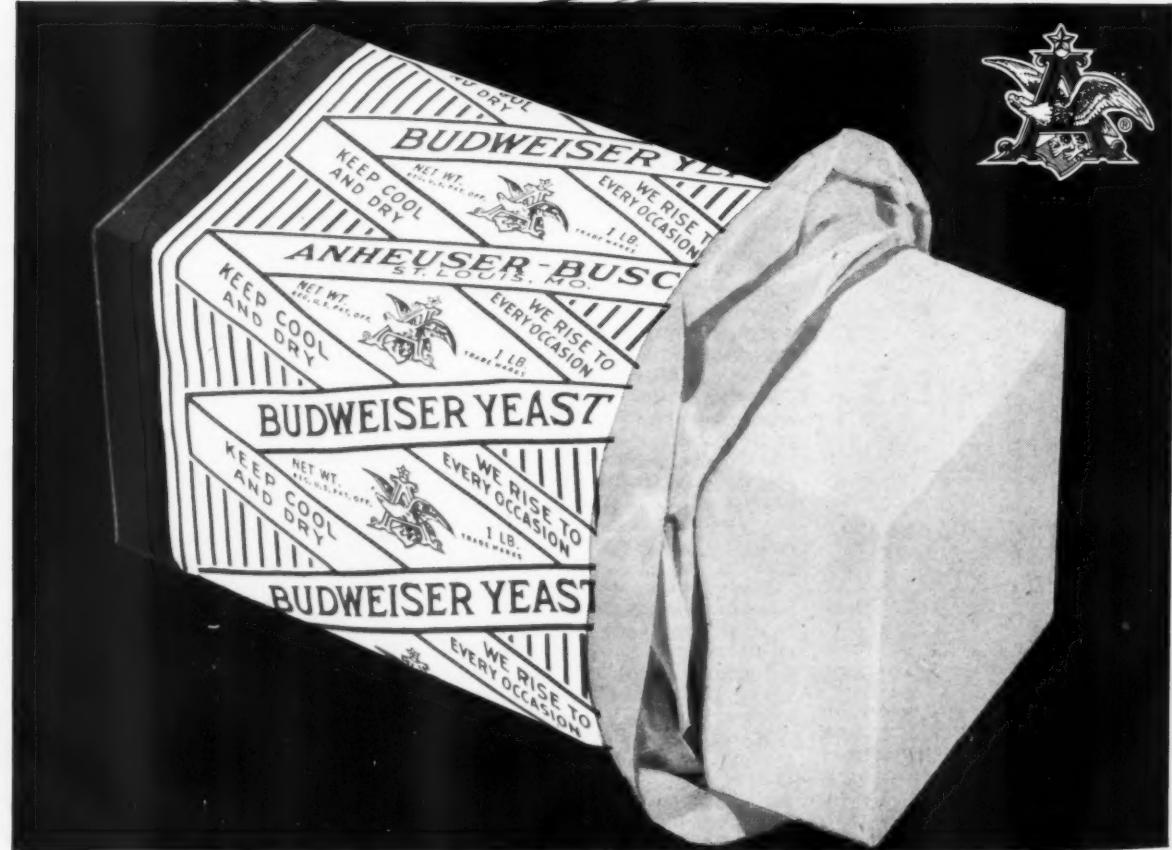
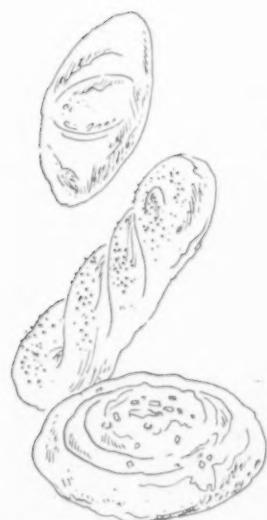
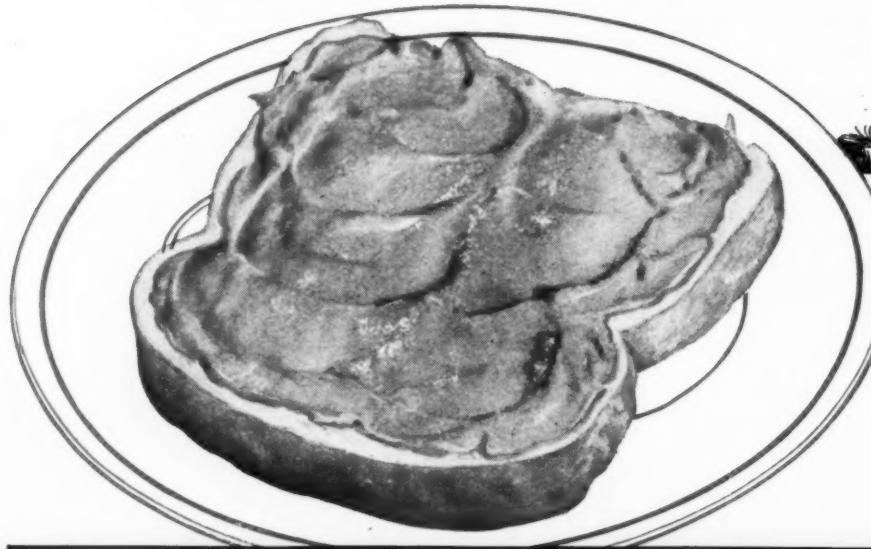
The Fisher Baking Co. plant in Salt Lake City is stimulating trade by acting as host to various student groups and others on tours of the plant. In April members of the Salt Lake branch, International Stewards & Caters Assn., visited the plant. A buffet supper preceded the tour, said George Snell, president of the branch, in reporting the bakery visit.



SALES BUILDER—This barbecue cookbook to be published in the July issue of Good Housekeeping will provide bakers with a promotion peg to boost sales of bread and rolls.



Bread keeps



little beavers eager!

let's keep them eager
for BREAD!

Good promotion is bringing customers in...but only good BREAD will bring them back. That takes finest baking skill and finest ingredients, like Anheuser-Busch BUDWEISER Yeast...unparalleled for strength, purity, hardiness, uniformity and maximum fermentation.



2 NEW
A-B PRODUCTS:
BAKING POWDER
BAKERS CREAM

Bakery Products Department

ANHEUSER-BUSCH, INC. ST. LOUIS, MO.



The headline and "little girl" illustrations above are featured in the Bakers of America full-color "peanut butter" ad to appear in the June 9th Saturday Evening Post and the June Ladies' Home Journal. Use your tie-in promotion material...it's to your advantage.



Bakers of America Program Launches Promotion to End "Fattening Phobia," Increase Bread Sales

A MIGHTY promotional program to sell to the public "a million dollar idea that costs bakers only a fraction of a cent" has been launched by the Bakers of America Program with cooperation of the Wheat Flour Institute.

Being sent out to members of the program are promotion packages, full of aids designed to help convince consumers that bread is not fattening. Among the major weapons in the campaign is the leaflet "Common Sense Weight Reduction," built around the results of a scientific study conducted by Dr. Ruth M. Leverton and her research staff at the University of Nebraska.

Prepared by the Wheat Flour Institute and released by the Bakers of America Program, the master merchandising kit points out that the "fear of fat" has long been the single biggest obstacle to increased bread consumption. Dr. Leverton's study of overweight women was conducted under a grant from the Wheat Flour Institute and is summarized in the leaflet.

The leaflet has just been granted the seal of acceptance of the council on foods and nutrition of the American Medical Assn. It is the key to the packaged promotion for bakers and millers. Preliminary orders indicate total circulation of the leaflet will reach high into the millions.

For the first time in history, the study, which was reported before the American Dietetic Assn. and which is scheduled for publication in the June publication of that group, provides scientific evidence to combat "the fattening phobia."

The original research demonstrated that neither bread nor any food is in itself fattening. Twelve overweight women lost an average 19.2 lb. each in 54 days in the study, following a diet of everyday, economical foods, including enriched bread at every meal. The summarizing leaflet stresses the fact that how much not what a person eats determines whether she will gain or lose weight.

"...the idea that bread is particularly fattening is wrong. Omitting bread is unnecessary and increases diet cost," according to the leaflet.

The reducing diet outlined in the leaflet actually costs only 65¢ a day (Chicago prices, May, 1951). It provides everyday foods like eggs, meats, vegetables, milk, potato, bread and butter, dessert—even a jelly sandwich and hard candy.

Allied with the folder in the campaign are materials for advertising, publicity and speeches—all designed for a concentrated, hard-hitting promotion to tell the consumer that bread is not fattening.

Unsound Diets

In announcing the campaign, which is part of an industry-wide promotion for all bakers and millers, and part of the enrichment decennial planned by the Bakers of America Program, Walter H. Hopkins, program director, asks: "How much bread business do you lose because of 'unsound' weight reduction diets?"

He points out that the loss is considerable in some areas, and that a growing number of newspaper and magazine reducing articles constantly is chipping away the bakers' sales by including bread in the list of foods to be omitted from diets.

This is in spite of the Dr. Lever-



Weight Reduction Leaflet

ton study, which Mr. Hopkins calls a potent weapon of attack to show that bread should be part of the normal diet and part of the weight reduction diet. Now, the facts of that study have been packaged for bakers and millers as a wedge "to reimpose bread in the minds of waistline-conscious customers."

Included in the promotion package are:

★ Copies of "Common Sense Weight Reduction."

★ A publicity story for newspapers, which explains some of the aspects of Dr. Leverton's study along with

The Extra Nourishment in Enriched "YOUR BRAND" BREAD



Sample Ad Included in Promotion Campaign Package

ending forever the fattening probia."

The promotional program is laid out in three steps by the Bakers of America Program. Step one includes the making of plans for advertising, publicity, leaflet distribution and use of end seals and outserts.

It is recommended that bakers and millers investigate opportunities to advertise by newspaper, radio, television, direct mail, billboards and car cards. Publicity may consist of the sample story for food editors, the luncheon club speech and presentation of "Common Sense Weight Reduction" on radio and television.

Leaflet Distribution

The weight reduction leaflets should reach such persons as doctors, dentists, dietitians, educators, extension workers, service club members, home economists and all consumers. Leaflets can be distributed door-to-door, can be attached to each loaf of bread or can be made available on counters of bakeries, grocery stores and super markets.

Two types of end seals with different colors available for coding contain teaser copy about the common sense diet, and invite purchasers of bread to inquire about it. The outsert, which contains space for printing the bread brand name, includes a three-day diet menu and lists some of the findings and results of the Dr. Leverton study.

The second step, as recommended by the Bakers of America Program, is for bakers and millers to order their materials, figuring one weight reduction leaflet for every home in the market area.

Step three is to meet with salesmen and drivers and brief them on the campaign.

Throughout the whole promotion it is stressed that bakers and millers can conduct a campaign alone, but that more will be gained by a joining of all in a cooperative effort.

While this is an industry-wide promotion, with high stakes for the industry, it also is a campaign in which every baker can push his own brand of bread in every move, it is pointed out. The end result of the promotion is to sell more bread, to sell more of each baker's particular brand of bread.

Reducing diets are a "national craze," the Bakers of America Program states. In the promotional campaign package are the materials to permit the baking industry to cash in on this popular demand, with a diet that is scientific, safe, economical—and one that calls for enriched bread.

Promotion materials can be ordered from Bakers of America Program, 20 N. Wacker Drive, Chicago. Prices are:

Weight reduction leaflets \$3.33 a thousand, minimum order of 1,000; outserts, glossy reproduction photostat of art work, 50¢; newspaper advertisements, four column glossy reproduction photostats, 50¢.

BREAD IS THE STAFF OF LIFE

Pamphlet Tells of Trip by Students Through a Bakery

"Bread, a Visit to a Modern Bakery," an eight-page booklet for school students, prepared by the American Institute of Baking, now is available from the Bakers of America Program.

The booklet tells the story of bakery production to the future customers, the school children, and through them to the present customers, the parents, Bakers of America Program

points out. It suggests distributing the booklet to such organizations as Boy Scouts, Girl Scouts, Campfire Girls, 4-H Clubs and schools. They are available at \$2.50 a hundred, plus shipping costs.

The well-illustrated pamphlet recounts a visit by a fifth grade group through a bakery, with simple explanations of the functions of the flour storage room, ingredient room, mixing room, divider, rounder, proofer, molding machine, proof box and oven. Much of the story of the visit is in the form of questions asked by the children and answers by the baker.

The pamphlet also contains a quiz on bread and suggests correlated activities for learning more about baking and its related fields.

BREAD IS THE STAFF OF LIFE

Barbara Ann Bakery Develops "Ranch Bread"

The Barbara Ann Baking Co., Los Angeles, a division of Langendorf Bakeries and one of the first companies to use Hopalong Cassidy advertising, has developed a new round



ranch bread to be packaged under the label, "Barbara Ann, Hoppy's Favorite Bar 20 Ranch Bread."

The new high grade loaf of white bread was originated by executives of Barbara Ann and will be featured in billboards, point-of-purchase and other advertising mediums. The likeness of Hopalong Cassidy and the words, "Hoppy's Favorite Bread," will be used in all promotion. The introduction of the new loaf has been very successful, according to the Scholts Advertising Service of Los Angeles, which handles the account.

Barbara Ann is one of the bakeries permitted to use the name and likeness of Hopalong Cassidy in its advertising.

Langendorf Bakeries use the "Hoppy" endorsement, which is available to the baking industry generally, in San Francisco and other markets.

BREAD IS THE STAFF OF LIFE

Anheuser-Busch Films American Bread Story

A new 30-minute technicolor movie, dramatizing American bread and being made by Anheuser-Busch in behalf of the baking industry, has gone into production, according to an announcement by Adalbert von Gontard, Anheuser-Busch vice president. The film, which ties in with the Bakers of America Program and includes shots of the new American Institute of Baking, explains the high quality of American bread and shows what makes that quality.

The idea for the movie, Mr. von Gontard said, was inspired by the many letters received after the Anheuser-Busch salute to the baking industry and enriched bread on the Ken Murray television show. When completed, the film will be available through Anheuser-Busch branches.

SUCCESSFUL SELLING

A Column of Comment

BY WAYNE G. MARTIN, Jr.



Combined Activity Needed

ALL bakers, regardless of how large or small their firms may be, must recognize the fact that they face one common problem. That is selling the products of the baking industry to consumers. It makes very little difference whether a baker be part of the large organizations in the industry or of a small neighborhood store, the success of his business depends upon consumer demand for bakery goods.

Occasionally there has been conflict between wholesale, retail and house-to-house bakers. This hurts the industry as a whole, as well as each segment in it. Consumers are going to buy their food in the manner most convenient to them, and for one type of distribution to attack another will lead to nothing but decreased consumption. The baking industry has made

adjustment of any misunderstandings which may occur all help to add to the good reputation of a baking business.

Selling bakery goods is much more than contact between sales people and consumers or dealers. The service of the entire organization must back up this merchandising effort. Without it, the best sales people available are at a distinct handicap. With it, there is no limit to what they may accomplish.

BUSINESS PRESTIGE IS VITAL ASSET: The greatest asset a baker can have is business prestige. Without a good reputation in his community, he simply must operate on a competitive price basis, and no business can make a fair profit under those conditions.

Prestige may be gained by various means. One is quality of product. Consumers will go out of their way to buy a loaf of bread or a cake which they consider to be the best available. Another is service. Efficient delivery by wholesale and house-to-house bakers, courteous service by sales girls in retail shops and prompt

Regardless of how active the de-

mand for bakery products may be, the time is bound to come again when competitive conditions will be severe. Bakers who permit their trade names to be neglected will suffer then. The brand name and its reputation is the most valuable part of a baking business. This fact can not be overlooked regardless of the current demand.

In addition to maintaining the identity of his brand names, there is so much information bakers need to pass on to consumers at this time that there is every reason to maintain, or even increase, advertising schedules. Those bakers who do this will surely reap their reward when selling conditions become more difficult.

PLANNING FOR WINTER BUSINESS: Although the fall and winter holiday season is still a long way from us, the time is here to plan for it, particularly in view of the possible shortages of materials. This applies especially to packaging. While the manufacturers of bakery containers of all kinds are doing excellent work in protecting their customers, and there is every reason to believe this situation will continue, nevertheless an unexpected emergency might create an entirely different condition.

Both from the standpoint of bakers and their suppliers, it would be well for the former to make their winter selling plans well in advance, and place their orders accordingly. This cannot be looked upon as hoarding in any sense of the word, but is simply a sound business practice.

Every indication now points to an excellent demand for bakery goods during the winter months, particularly at the various holiday seasons. Bakers should take every advantage of this, part of which includes planning their packaging well in advance. Those who don't may miss out on a good volume of business.

WATCH EQUIPMENT CLOSELY— No bakery sales organization can be any stronger than the equipment that is used to deliver its products to the customers. Naturally, the mechanical care of this equipment is in the hands of the garage and its mechanics. Entirely too many bakers think that the responsibility ends there.

The fact of the matter is that bakery sales managers should be as much concerned with delivery equipment as are those in charge of maintaining it. If the physical methods of distribution break down, the entire sales effort goes with it.

Probably no two factors in the operation of a bakery should work together more closely than sales and delivery. Naturally the management of these departments must be under separate control, but the cooperation between them should be as complete as possible. Unless something like that is done, wholesale bakers will find themselves at a distinct disadvantage with all types of competitors.

Methods That Sell to Women . . .

Spring and Parties Mean Profit for the Retail Baker

•By Dorothy Glenn



YOU'LL soon be into the popular (and profitable) party season—bridal, graduation, showers for the bride, lawn socials, teas, Sunday brunch . . . and even picnics. This is a festive season. Mrs. Homemaker goes all out in the preparation and planning for special parties. Her reputation as a hostess is at stake.

Party goods are profitable goods . . . whether you limit your selection to special cakes or expand into a full line of party goods. There are so many items on which you may build a very substantial volume. There are cakes, of course—petit fours, puff shells and eclair shells, patty shells, tiny bite-size rolls (Parkerhouse, cloverleaf, or what have you) for any occasion, special cheese rolls, bacon rolls. For picnic fare there are special hamburger and frankfurter buns, fruit filled cookies, individual tarts.

Then, comes the popular Sunday brunch and Sunday night supper . . .

with specialty items from the bakery galore. Every conceivable type of fancy bread and rolls are applicable. Sweet goods—your regular forms or something special—will be welcomed. Cookies and cakes, of course, are always good for these occasions.

How do you build volume in the party goods business? First, let the high quality of your party goods speak for themselves. Here is one place where it is impossible to skimp on quality or appearance and build a successful business. Mrs. Homemaker, you'll recall, is hostess. In that role, she must never be let down. She takes great pride in serving better-than-average food on such occasions. She is willing to pay the necessary price, but she expects returns for her extra expenditure.

Of course, you will have to prepare party goods on order only. Why not (Continued on page 58)

Future Availability of Baking Industry Materials and Supplies Examined

In analyzing the composite picture of ingredients, packaging materials and operating supplies, one might say that the first ingredient, and possibly the most important to you, is wheat flour—but I shall discuss it in terms of food and feed grains and give you the picture.

To look ahead and plan for the future in these confused and uncertain times one must do so in retro-

By Philip Talbott
U.S. Department of Agriculture

spect. Therefore let's refresh our minds about conditions as related to ingredient materials and supplies that existed during World War II.

At the beginning of that war a stock pile of 688,000,000 bu. corn had been accumulated under the ever-

normal granary program. By July, 1942, a total of 631,000,000 bu. wheat also had been accumulated in storage as a reserve for future contingencies. But even with these huge stock piles of grain, the increased demands for feed in an expanded livestock program and a wartime demand for grain for industrial purposes, soon reduced the huge supply to a point of scarcity. This can hap-

pen again. During the four years of 1942 through 1945, a total of 287,000,000 bu. wheat were used in the production of industrial alcohol for the manufacture of synthetic rubber. In the same period 1,370,000,000 bu. wheat were used as feed for livestock.

A Lesson in History

Normally only about 460,000,000 bu. wheat would have been fed to livestock during these four years and none would have been used for industrial purposes. By the end of the 1943 marketing era reserves of both wheat and corn were exhausted. Is this situation going to occur again?

A transformation of a world at peace to a world of grave international crisis has sharply increased the demands for agricultural commodities. In a short period of six months it has become necessary to change our national plan for agricultural production to meet the increased demands now in prospect, the 1951 harvest needs to be substantially larger than the record production in 1949.

EDITOR'S NOTE: The accompanying article is the essential text of an address on future availability of baking industry, packaging materials and operating supplies, delivered by Philip Talbott, chief of the bakery section, Grain Branch, Production and Marketing Administration, U.S. Department of Agriculture, before the meeting last month of the Associated Retail Bakers of America in Pittsburgh.

With continued strengthening of consumer demand and with military requirements increasing, there will be need for all the livestock, dairy and poultry products that can be produced with the feed supplies that are expected to be available in the next few years. Remember you are a consumer of feed grains in the form of milk fat, corn sugar, syrup, corn flour, butter, eggs, cheese, etc. Feed is the essential factor in maintaining the present high level production of most of the ingredients used by bakers other than flour. Without adequate feed where will you obtain lard, milk or eggs?

It will not be realistic to say that anything like a feed shortage looms this year. However, the heavy drain on our reserve feed supplies cannot continue in 1952 without reducing grain reserves below a safe level. Already the higher demands for livestock, dairy and poultry products require a larger quantity of feed grains than is being supplied by our current level of production. In many ways the present emergency indicates a pattern of accelerated requirements for food and feed grains similar to that which took shape during World War II.

More Wheat Needed

The situation in which the world finds itself also calls for more wheat—one of the world's import food grains and by far the most important in many countries. The rapid deterioration of world conditions following the seeding of winter wheat—under acreage allotments—places an additional responsibility on spring wheat producers to expand their production of this crop in 1951. From the total supplies of wheat now available, it is expected that the carry-over on July 1, 1951, will be about 410,000,000 bu., or slightly less than last year. This is a comfortable situation to be in, but—the outlook for wheat indicates that there will be a considerable expansion in the export

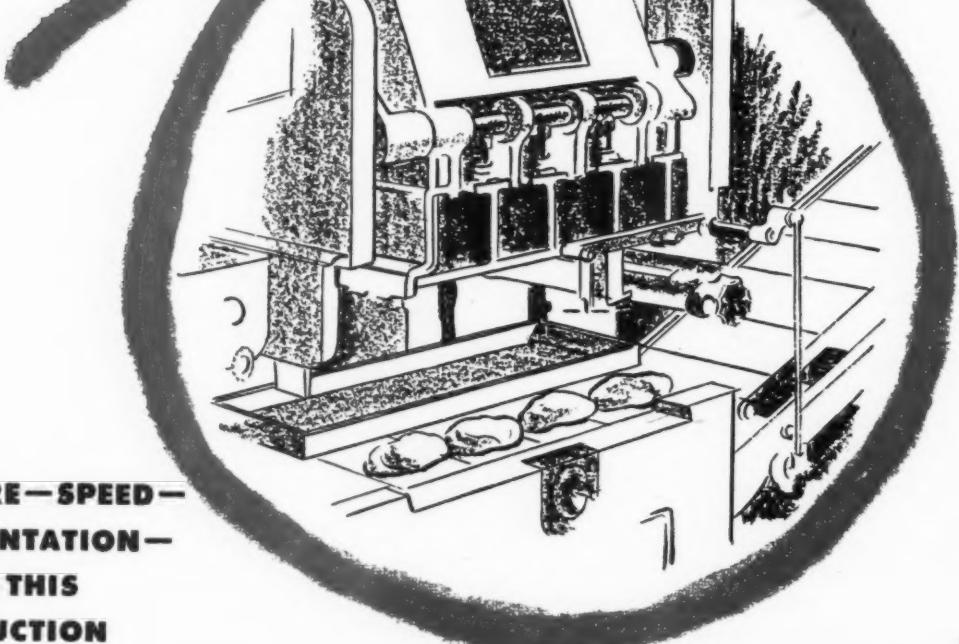
NATURE—SPEED—
FERMENTATION—
MAKE THIS
PRODUCTION
POINT A
PROBLEM

"Ask the Brolite man"

THE
BROLITE
CO.

2542 ELSTON AVENUE, CHICAGO 47, ILLINOIS

225 Fourth Ave., New York 3, N.Y. 621 Minna St., San Francisco 1, Calif.
4128 Commerce St., Dallas, Texas 518 First Ave., North, Seattle 9, Wash.
686 Greenwood Ave., N.E., Atlanta 6, Ga.



PERFORMANCE determines Cost

HOW MIGHTY IS A PENNY?

Every successful baker is, and necessarily must be, a good business man. In the highly competitive baking industry, the difference between success and failure sometimes hinges on as little as a fraction of a penny in unit costs.

Those bakers who have installed cost accounting methods are discovering mighty interesting facts about ingredient costs. Take Midland Flours, for example.

The outstanding shop performance of Midland Flours means lowered production costs all the way down the line. Milled in accordance with scientific control standards, the name "Midland" is your absolute assurance of uniform baking results . . . means increased sales, too, through quality baked goods with increased consumer appeal.

It's just good business to use uniform-milled flours by Midland.



UNIFORM-MILLED FLOURS BY

THE MIDLAND FLOUR MILLING COMPANY
NORTH KANSAS CITY, MO.



Philip Talbott

demand and for the use of wheat as feed during the 1951-52 marketing year.

We are asking for an increase of nearly 3,000,000 acres of spring wheat over 1950 and intentions indicate that about 21,000,000 acres will be planted. This, when added to the winter wheat already seeded, will make a total acreage of 77.9 million acres for 1951 as compared with 71.4 million acres in 1950.

But in the Southwest there is serious deterioration of winter wheat, which is resulting in heavy abandonment.

The world situation demands that grain reserves be larger than average as protection against any possible production declines and in order to insure continued high level production of the ingredients you require. The present national emergency may place an even larger requirement on our food and feed grains than was experienced in World War II.

Already the demand for feed grains is in excess of our current production. Present estimates now indicate that our record stock pile of 860,000,000 bu. corn, on hand Oct. 1, 1950, will be drawn upon to meet this year's extra demand for feed and industrial uses. Therefore our reserve supplies of corn will likely be reduced to around 650,000,000 bu. by Oct. 1, 1951.

Other Nations' Needs

With so much of the world depending upon the U.S. for food, consideration must be given to the needs of other countries in our food production effort. Our national policy on food production business must take into account the fact that the people of friendly nations must be provided with adequate supplies of food if they are to meet their responsibilities in the existing world crisis. The export requirements for food and feed grains are expected to continue at the high levels now being shipped. We must be prepared to make available the necessary supplies over and above our domestic requirements to furnish these exports to our friendly nations. From what I have said so far, I question if you can do much planning. But the above remarks indicate that you should be interested in conserving wheat in the form of flour and by so doing assist in lowering the cost trend of bakery products to consumers.

Shall we now examine the fats and oils picture? The present fats and oil supply situation for the U.S. as compared with 10 years ago at the out-

set of World War II is excellent. During the five-year period preceding that war this country produced fats and oils at the rate of 8.7 billion pounds annually. Then we were an importer of fats and oils to the extent of 1.5 billion pounds annually. Today we are producing at a rate of about 12 billion pounds annually and are a net exporter for nearly one billion pounds a year. In other words we have changed from an importing country to an exporting country despite increased domestic requirements.

So far as supply is concerned the edible fats and oils situation this crop year is about the same as a

year ago, when a record production was established.

Production of butter will be down, but this decrease will be largely offset by increased lard production. The rate record soybean problem of 1950 and a very high yield in peanut crop will approximately offset the one third production in cottonseed oil. All of this large production is needed to meet the continuing strong demand for edible fats and oils, and oil seeds both for domestic use and export.

Fat Production Lags

World production of fats in 1950 is reported nearly 46 billion pounds,

a slight increase over the 1935-49 low. A further gain may be made in 1951 but will not be spectacular. Production of fats has not kept pace with population.

World exports of fats are still running below prewar, despite the fact that the U.S. is now a major exporter. Other export-supplying areas are all consuming more fats than formerly, with little increase in production. Output in Indonesia continues below prewar and Manchuria is still a highly doubtful source of supply; more so than a year ago when relatively peaceful conditions ruled in Korea. The one bright spot is the Philippines, where a new record out-

Announcing THE MERCK OF RADIO

Cavalcade of Enrichment

Dramatic shows and timely spots on ready-to-use transcriptions—specially prepared for the use of bakers in their own advertising



MARGARET O'BRIEN
Popular child actress who has swept to stardom.

FREDERIC MARCH
—Famous star of stage and screen

DEBORAH KERR
—Star of Metro-Goldwyn-Mayer's *Quo Vadis*.

DANE CLARK
—Well-known motion-picture star.

put may be reached this year. Western Europe, major importing area for fats and oils, has made strenuous efforts in recent years to increase production of vegetable oil seeds. An increase of around 400 million pounds of vegetable oil other than olive oil has been achieved, but this is scarcely more than a drop in a bucket considering the 15 billion to 16 billion-pound annual requirement.

Now European production of animal fats is still more than a billion pounds below the level of the 1930's production of olive oil and the current season is about 600 million pounds below prewar. The rate of

population increase in western Europe probably will exceed any future increase in production of fats. At present nearly 50% of the fat consumed in western Europe is imported. As time goes on, Europe is likely to become increasingly dependent upon imports of fats and oils. In view of the unsettled world situation and the strong demand both at home and abroad, the Department of Agriculture has asked for continued high production of fats and oils.

So you see, our domestic fats and oils picture appears to be somewhat improved; however, this picture may be changed over night in the event of war because of the short world

supply. There is little planning you can presently do in regard to fats and oils other than to use liberal quantities in your formulas, but do not waste fat. Always plan for a better product in the lower consumer price. Bear in mind that bakery products now have new competitors in the form of palatable foods and a greater variety than ever before which are now available to lower income groups in greater quantities than heretofore.

Let me question you about steel drums; the supply is critically short. Treat them kindly. Do not delay in returning the empties for reuse; this

is a must. Do not divert one single drum to other use.

Sugar Picture Good

The next major ingredient is sugar. At the present the sugar picture is good. Those countries supplying our requirements will produce approximately 10% more than was produced in either 1949 or 1950. This means that there will be available an additional supply in excess of 3 million tons of centrifugal sugar.

Normally sugar distribution increases in March as consumers and distributors build up stock for the heavy summer consuming season. It is quite apparent that consumers permitted stocks to decrease during March. If consumers should continue to let their stocks run down, serious difficulties might be encountered during the summer months. Last year, household consumers and industrial users started the heavy consuming season with inadequate stocks. As a result, when the scare buying following the outbreak of fighting in Korea was added to the heavy seasonal requirements, distribution could not keep pace with demand.

At the present time, domestic refiners and beet processors have large stocks, and ample supplies are being produced in Cuba, Porto Rico, Hawaii and the Philippines, to meet all anticipated requirements of this market. However, a great deal of time is required to import, refine and distribute the huge quantities of sugar required in this country. Unless household consumers and industrial users buy in an orderly manner and anticipate their heavy seasonal requirements to some extent, a heavy burden is placed on our refining and distributing facilities.

Now a few words about milk. This country produces about 120 billion pounds of milk annually, of which approximately 48% is utilized as market milk and cream, 27% as butter, 10% as cheese, 6% as evaporated and condensed milk, 6% as ice cream, and 1% as dried milk. These figures give a total of 98% utilization as food of the 120 billion pounds of milk produced.

Four billion pounds of milk solids from skim milk, buttermilk and whey are either not being utilized or are utilized at low efficiency from the standpoint of human nutrition. This four billion pounds represents about 1/4 of the milk solids that are produced annually.

Special consideration has been given by government and industry toward finding ways in which the baking industry can contribute toward more complete utilization of milk nutrients, and the results have been most promising in view of the increasing amounts of whey powder and buttermilk powder that the baking industry is requiring. However, non-fat milk solids represent the dairy ingredient used by bakeries in the largest amounts. The total consumption of milk solids for bread making increased regularly during the period before World War II. The amount of milk solids now used in bakeries has been estimated as over 300 million pounds annually, of which approximately 250 million pounds is of the dried forms.

The current picture of the production and supply of non-fat dry milk production and stocks were the lowest, and prices the highest, in several years. Production of total non-fat dry milk during February was 150,000 lb., representing a decline of 39% from a year earlier and 14% from the 1945-49 average for the day.

The cellophane picture is not too

FREE LIBRARY 10 TRANSCRIPTIONS!

It would be difficult to name four more popular guest stars to feature on your radio program than Margaret O'Brien... Fredric March... Deborah Kerr... Dane Clark.

Usually, you would have to pay a high fee for their services. But the Merck Library of Radio Transcriptions brings them to you *without charge*, on a nonexclusive basis. Especially prepared to help bakers take full advantage of the 10th Anniversary of Enrichment, this Library is exceptionally complete. It includes—on ready-to-use records—a 15-minute dramatic show—5-minute documentary segments—3-minute segments—and 20-second to 1-minute spots. In addition, it contains scripts on Enrichment of all lengths and various types, suitable for live shows.

No matter what kind of radio program you sponsor—news, home economics, children's show, music, or entertainment—you will find something in the Merck Library of Radio Transcriptions that fits it perfectly.

Free 12-page Brochure Gives Full Details

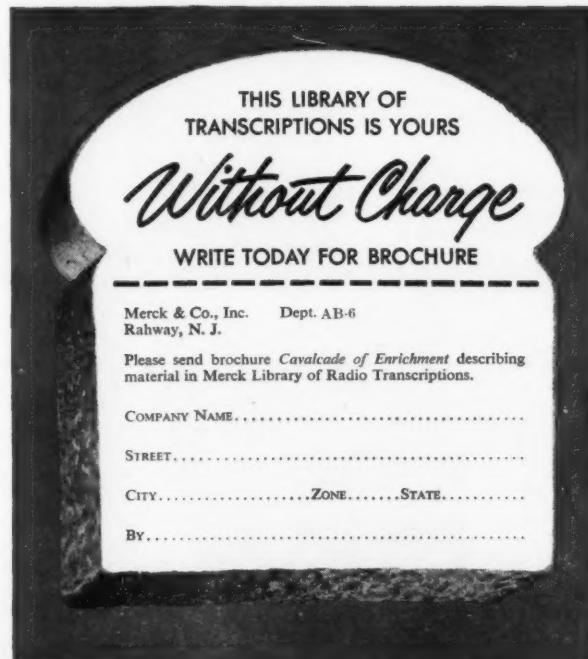
Just off the press, an illustrated 12-page brochure *Cavalcade of Enrichment* brings you detailed descriptions of every record in the Merck Library of Radio Transcriptions. It also contains practical suggestions on publicity, point-of-sale material, and other ways of enhancing the prestige of your brand name and of your company in connection with the 10th Anniversary of Enrichment. Mail coupon today for your copy.

★ ★ ★

These transcriptions available direct from Merck & Co., Inc. or the Bakers of America Program.

CELEBRATING THE 10th Anniversary of Enrichment

The 10th Anniversary of Enrichment is one of the most important events in the history of the Baking Industry. It will be extensively publicized through the "Bakers of America Program" and by the Wheat Flour Institute. It offers every baker a golden opportunity to identify his brand with the story of enrichment and to build valuable prestige and good will for his company.



MERCK & CO., INC.

Manufacturing Chemists

RAHWAY, NEW JERSEY

In Canada: MERCK & CO. Limited - Montreal

bad. Barring an all-out conflict or the possibility of further shortages, the necessary chemicals, such as sulphuric acid, carbon bisulphite, etc., cellophane will continue in fair supply but should free up to some extent in the latter part of 1951 as the result of an increased production on the part of the Sylvania division of the American Viscose Corp. and the new facilities of Olin Industries, the latest entry in the field of cellophane manufacturing. An increase of approximately 15% in the over-all production of cellophane can be expected by January, 1952, if the demand for cellophane continues at a record

high-level with the full knowledge of the industry that further demands from super markets must be recognized in the latter half of 1951 or early in 1952.

While some shortage might occur in the field of waxed wrappers, due to seasonal demands, it is anticipated that industry will be able to cope with the demands for this product. More efficient methods of waxing and conversion are being put into effect by the leading manufacturers in this field. Sulphite papers most commonly used in waxing operations will continue in tight supply but should be sufficient for industries'

needs, but conservation should be up-
permost in the mind.

Display material: Increased production on the part of board mills should enable this industry to cope with the demands. As in most other displays of packaging mediums the demands continue at a very high level. The government may request that paper board containers be redesigned to avoid unnecessary use of paper boards.

Due to the very high requirement for kraft paper by the military, this product continues in very short supply. As being used in large quantities as a component in the pack-

aging of quartermaster ration items. Also, it is used in combination with plastics for barrier materials, for protection of essential military items. So again I repeat, conserve—avoid waste—ask consumers to save kraft bags. Glassine, parchment and grease proof papers; each one of these items is currently in very short supply and the manufacturers have their facilities taxed to the limit. The possibility of an increase in the production of these items is very questionable for 1951.

Supply and Demand in Action

We are more keenly aware of the relationship of supply and demand at this time than at any other time in our history. Manufacturers of the above mentioned items have indicated their willingness to increase their productive capacity, but has stated flatly their inability to contract for additional supplies of the required pulps or chemicals. Will we feel confident the tight supply may be due to seasonal variances and the realization that industrial materials in some warehouses are in excess of what might be considered normally good business practice.

On the other hand it is acknowledged that many industries have struggled for many months with short supplies of essential packaging materials and it is expected that a softening in one direction might conceivably assist this latter group.

The next subject is operating supplies. I wonder if you have a clear understanding of what operating supplies consist of? Because there is a doubt in my mind, I will give you here our definition of operating supplies: Operating supplies are anything other than those items charged off as capital expenditures and those items which are considered as a part of the end product.

Definition under NPA Regulation 4: Operating supplies means in the case of a bakery operation, any materials which are normally carried as operating supplies, according to established accounting practices such as:

Nuts, bolts and small parts	Hand scrapers and bowl knives
Nails	Brooms and mops
Light bulbs	Bench brushes
Pan handlers and gloves	Insecticides
Slicing blades	Divider oil
Molder scrapers	Trough grease
Toilet supplies	Wiping towels

This also includes items purchased by an employer for sale to his employees for use only in his business, such as hand tools, gloves, safety equipment, uniforms, caps, etc., under circumstances where they would constitute operating supplies according to established accounting practice if issued to his employees without charge.

BREAD IS THE STAFF OF LIFE

SHELLMAR PRODUCTS CORP. ELECTS VICE PRESIDENTS

MOUNT VERNON, OHIO—Directors of Shellmar Products Corp. at their annual meeting created two new vice presidencies of the firm.

Elected to the new offices were Robert L. Lee and O. D. Carlson. Both are Shellmar veterans who have come up through the ranks from their original positions as territorial sales representatives. Mr. Lee is now general sales manager of the Shellmar division. Mr. Carlson is general manager of that division's operations in the 11 western states. Both will continue to handle their present responsibilities.

ALL-VEGETABLE Covo GIVES YOU ALL 3

NO WONDER
CUSTOMERS COME BACK
AGAIN AND AGAIN!

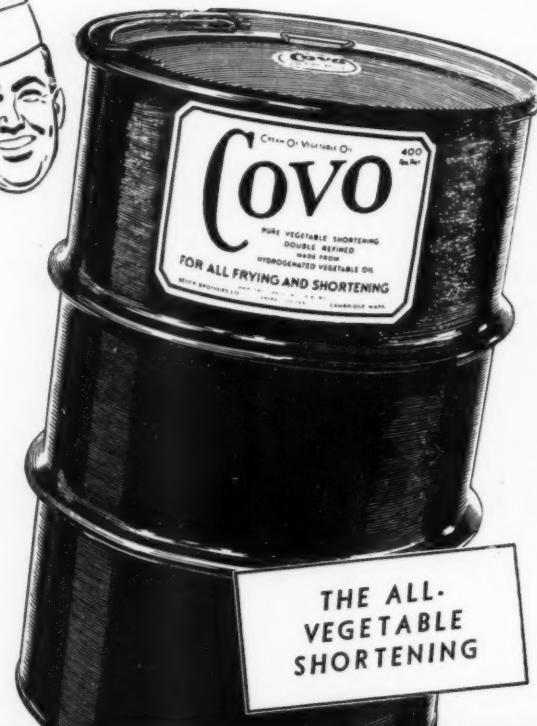
Cream of Vegetable Oils

CHOICE OF LEADING BAKERS EVERYWHERE

FOR THE BEST all-round results choose Covo. It's specially made from the Cream Of Vegetable Oils . . . hydrogenated . . . uniformly good . . . dependably uniform. Covo's extra stability, blandness and creaming qualities give you better-tasting baked and fried foods every time.

Covo "seals in" the good flavors of fried foods—gives extra low fat absorption—is highly stabilized to give longer frying life. Try Covo—and see why it's the choice of leading bakers

- 1. LIGHTER CAKES
- 2. TENDER PASTRIES
- 3. TASTIER FRIED FOODS



HYDORA
—THE ECONOMY
SHORTENING—GIVES
DEPENDABLE RESULTS
EVERY TIME!



HYDORA
A PURE VEGETABLE SHORTENING
FOR BAKING, FRYING AND
ALL COOKING PURPOSES

You can depend on Hydora! And when you can depend on a low-cost shortening to give you uniform baking results every time—that's real economy! Hydora remains stable . . . and gives you more fryings to the pound.

Fine Products of
Lever Brothers Company
New York, N. Y.



Helps build
your reputation
as a baker of
the finest cakes

PIKES PEAK

CAKE FLOUR

The COLORADO MILLING & ELEVATOR COMPANY
General Offices: DENVER, COLORADO

Ringing

the Baker's

Doorbell

LeRoy Gillan has purchased the Klein Bakery, **Moberly, Mo.**, from the heirs of the late Louis Klein, who founded the bakery in 1905. Mr. Gillan took over the management May 19. The bakery has been managed by Arthur D. Klein, one of the founder's sons. LeRoy Gillan has been associated with his father in Gillan Bros. Bakery at Concordia, Kansas. He is a graduate of the American Institute of Baking.

The City Pastry Shop in **Hot Springs, N.M.**, has reopened after being remodeled following a fire. R. L. Graham is the owner.

A fourth new store for Martin's Bakery opened to a capacity crowd in **Santa Fe, N.M.**, recently.

The New York Bakery, **Utica, N.Y.**, has been reopened following a redecorating program.

The White Bakery has been opened in **Sheboygan, Wis.**, by Frank Gotsch, who has been identified with the Sheboygan baking industry for 24 years.

The De Luxe Bakery has reopened in **Eau Claire, Wis.** Each visitor at the grand opening was given a combination cake knife and cake server.

Mr. and Mrs. John Sawyer have opened a bakery in **Middleton, Wis.**

Mr. and Mrs. Harlan Edwards, operators of the Manawa (Wis.) Bakery, have purchased the Hartman Bakery in **Waupaca, Wis.** Mr. and Mrs. Harold Hartman have owned the firm for 16 years.

Mead's Fine Bread has a new home in **Roswell, N.M.**, a building with 12,500 sq. ft. The plant has a capacity of 2,000 lb. bread an hour and employs 32 persons.

Remodeling of the Tasty Food Bakery in **Anoka, Minn.**, has been undertaken by Ray Schanhaar, proprietor.

A dinner was held for the sales organization of the Freshe Bread Co. of **Artesia, Roswell and Carlsbad, N.M.** Kirk Baxter of Lubbock, Texas, general sales manager, and Alec Miller, Lubbock, general manager, conducted the business session.

A building permit to erect a small addition estimated to cost \$2,500 has been issued to the Interstate Bakery Co., of **Buffalo**.

Goldman's Bakery, **Utica, N.Y.**, has reopened following a remodeling program.

The new **Rochester, N.Y.**, bread bakery of National Biscuit Co. has been opened. The plant includes the bakery, offices, warehouse, locker rooms and lunchroom for employees. The garage will accommodate 36 delivery trucks. Louis A. Laurent is manager of the Rochester operation.

The building housing the Porter Baking Co. at **Champaign, Ill.**, has been sold. Mrs. Edith Porter, who has

been conducting the business since the death of her husband, A. H. Porter, founder of the firm, has ceased operations. The company was established in 1925.

Open house for the Holsum Bakery at **Rolla, Mo.**, was held recently under the direction of Bert Kruse, manager. The plant has a capacity of

2,000 loaves of bread an hour and employs 57 persons.

J. H. Schneider has purchased the Roosevelt Bakery in **Des Moines** from Madeline Everett.

The Schwebel Baking Co. plant in **Youngstown, Ohio**, suffered \$45,000 damage in a recent fire. The firm's

new plant, scheduled to be occupied in several weeks, went into operation earlier as a result of the blaze, Mrs. Dora Schwebel, owner, announced.

An explosion damaged an oven and broke a front window at the Hansen Bakery in **Los Angeles** recently. Damage was estimated at \$2,000. Mrs. Rose Kalenak, only employee in the

MORE THAN 3,000,000

Tell your customers to look for this Barbecue Cookbook in the July issue of *Good Housekeeping*.



SAMPLE ILLUSTRATIONS FROM THE
GOOD HOUSEKEEPING BARBECUE COOKBOOK



Bread for sandwiches plays a prominent role in this typical photograph appearing in full color.



Specialty breads get a big play in the pages of the Good Housekeeping Barbecue Cook Book.

shop at the time, was treated for shock.

LeRoy Gillan of Concordia, Kansas, has purchased the Klein Bakery in Moberly, Mo. Mr. Gillan, who was brought up in the bakery business, has been associated with the Gillan Bakery in Concordia.

Jones Pies, Inc., will build a pie bakery and salesroom in Elizabeth, N.J.

Fred McKie, who has operated the McKie Bakery in Delhi, Ont., since June, 1946, has sold the business to

George Van Kerrebrouck, proprietor of the Belgian Bakery.

Charles Newell has opened a bakery in Tarpon Springs, Fla., which will be operated as Newell's Pastry Shop.

A business name has been filed for Kenmore Biscuit Distributor, Kenmore, N.Y., by Celestia W. Slatery.

William A. Weber, owner of Webbers Home Bakery in Manitowoc, Wis., has been granted approval for store and office improvements to cost \$42,-

000 by the National Production Authority.

The Stotler Bakery at Flat River, Mo., owned and operated by Carl Stotler, has installed a new dough proofer.

L. V. Foster and his son, Richard Foster, have purchased Larry's Donut Shop in Macomb, Ill., from Mrs. Garnet Inman.

The Spangler Bakery in Berlin, Wis., operated the past 22 years by Peter Spangler, has suspended opera-

tions with the retirement of Mr. Spangler, and the decision of his son, Harold, associated with him in business in recent years, to take up farming west of Berlin. The equipment is being sold. Mr. Spangler acquired the former Knippel's Bakery in 1929 when he came to Berlin from Janesville. In addition to operating the bakery, he set up a route covering an area of 130 miles around Berlin.

Omar Bakeries has opened an outlet in Fond du Lac, Wis. Coffee and cake were served to visitors on opening day.

Van's Bakery has opened a sales department in the newly remodeled and expanded Boehler's meat market in Fond du Lac, Wis.

Bjarne Romnes, son of Hans Romnes who operated a retail bakery in Stoughton, Wis., almost 40 years, has opened a bakeshop in Stoughton. Mrs. Gerald Jones, for several years with the former W. & M. Bakery, is manager, with Mrs. Cecil Montague, also formerly with W. & M., as assistant. The bakery goods will be produced by the Fosdal Shop, operated by Olav Fosdal.

The Home Bakery in Beaver Dam, Wis., operated by Arthur E. Carlson, has been purchased by Mr. and Mrs. Lorin Anderson.

The Poynette (Wis.) Bakery, owned and operated the past four years by Al Swan, has been sold to Walter Westphal. Mr. Swan is continuing with the new owner until early summer.

Mr. and Mrs. Wayne Hammond have purchased the former Karen's Bake Shop in Heron Lake, Minn. The business will be operated as Ramona's Bake Shop, with Mrs. Hammond in charge.

The Cecil & Sally Bakery in Shenandoah, Iowa, has been sold by Mr. and Mrs. Cecil Fellows to Anthony Jenik and Mrs. Helen B. Makavac, both of Lincoln, Neb.

Arrangements have been made by Donald Burke, Cavalier, N.D., baker, to open a bakery in Walhalla, N.D.

The Francisco Bakery is now open in Carlton, Minn.

A bakery sales room, which is a branch of the Morton (Minn.) Bakery has been opened in Franklin, Minn. The Morton firm is operated by Leo McAllister.

Fire caused several thousand dollars in damage to the bakery shop of the Federal Bakery Co. in La Crosse, Wis.

Finkelday Bakeries, Inc., has been incorporated in Albany, N.Y., with 200 shares, no par value. Principal is Betty L. Pick.

Frenchy's Bake Shop, Inc., has been incorporated in New York. Capital stock is listed at 200 shares, no par value. Principal is Joseph J. Trafanti.

Philipps Bakery in Sacramento, Cal., observed its 25th year in business with an open house. Philipp's was founded by Mr. and Mrs. Julius Philipp. Since their retirement sever-

FAMILIES WILL FIND NEW USES FOR BREAD AND ROLLS

IN THIS WONDERFUL NEW BARBECUE COOKBOOK!

IN JULY GOOD HOUSEKEEPING

36 PAGES—8 IN FULL COLOR—

brimming with ideas for using bakers' products

Sandwich suggestions! New tricks with toast! Exciting new uses for rolls, buns and specialty breads! Good Housekeeping's gala new Barbecue Cookbook abounds with ideas to tempt the homemaker's fancy—and increase the sales of nearly every item you bake.

BE READY TO TIE IN when the Barbecue Cookbook appears on June 20 in July Good Housekeeping

Nearly ten million readers in more than 3,000,000 homes will see the Barbecue Cookbook in the July issue of this famous women's service magazine. You'll want to be ready with tie-in material to capitalize on its tremendous sales-boosting influence.

Good Housekeeping, Fleischmann and the Bakers of America team up again to help you boost your sales

This year again—as with last year's big Sandwich Promotion—the makers of Fleischmann's Yeast, Good Housekeeping's publishers and the Bakers of America Program are co-operating to help you get the most value out of this exciting editorial feature. For full information on the Barbecue Cookbook—plus valuable promotional aids—fill in the coupon below and mail to Standard Brands. Or better yet—ASK YOUR FLEISCHMANN MAN.

Bread and Rolls for
Barbecues means Better
Business for Bakers!

Another
Fleischmann
Service



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I am interested in information on using the Good Housekeeping Barbecue Cookbook to help increase my sales.

Name _____

Bakery _____

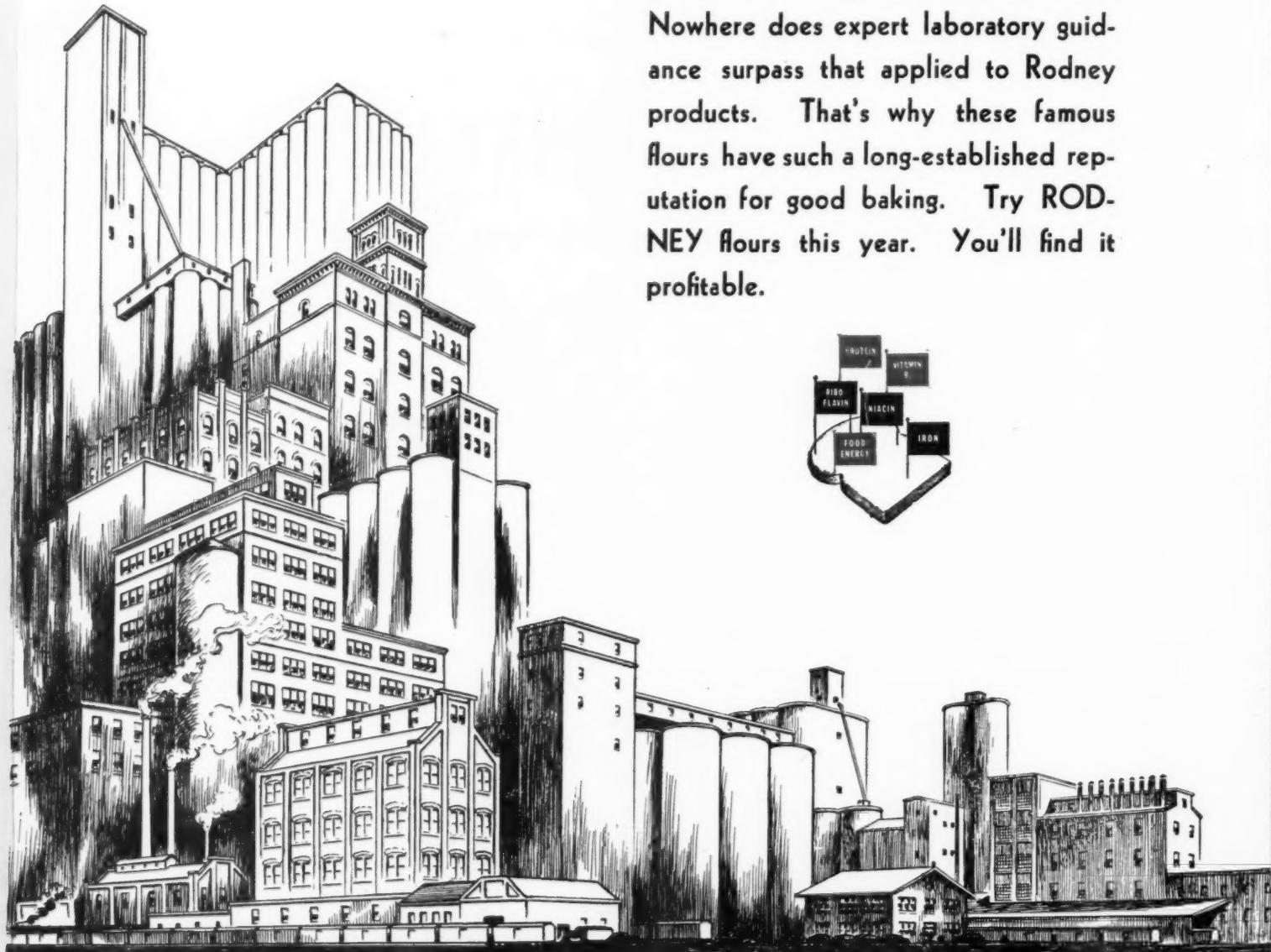
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Rolls and buns are an important part of any good barbecue . . . as this picture shows.



As we enter a new crop year, we want to state again the milling principles we follow. Nowhere is quality more carefully sought than in the milling of Rodney flours. Nowhere is wheat selection practiced with greater scientific skill. Nowhere does expert laboratory guidance surpass that applied to Rodney products. That's why these famous flours have such a long-established reputation for good baking. Try RODNEY flours this year. You'll find it profitable.



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1209 Statler Building
Telephone: Hubbard 8340

al years ago, the bakery has been managed by their son, Julius R. Philipp. Their daughter, Jeane, also is active in the business.

The Werner Zinn Bakery in North St. Louis has closed.

W. F. Cygan has purchased the Schnase Bakery in St. Louis from Richard Schnase.

Walter Weinbrecht has announced the opening of a new bakery in University City, Mo.

A new bakeshop, Dubrow's, has been opened in Miami Beach.

Max Mikelberg, who formerly operated the Mikelberg Bakery and the Odessa Bakery in Philadelphia, has opened the Gold Seal Bakery in Miami.

Thorud's Pastry Shop has been opened in Coral Gables, Fla.

August F. Stich, who opened the Joe Aunspaugh Bakery in Clearwater, Fla., in 1920, has returned after an absence of 14 years. He has opened a bakery only a short distance from where the original shop was located.

Mrs. Natts Bakery has closed its bakeshop and restaurant in Miami. Reason for the closing is that more attention can be paid to the retail and wholesale business at the plant.

Fred Stranahan has opened a bakeshop in Richmond, Mich. He has been in the bakery business 40 years. He calls his store Fred's Pastry Shop.

Mr. and Mrs. Clyde Durbin have leased the Home Service Bakery Co. of Gillespie, Ill., and are operating it as the American Beauty Bakery.

Lorenzo Marguia has been granted a permit for the construction of a wholesale bakery in Key West, Fla.

The Cottage Bake Shop has been opened in a shopping center in Syracuse, N.Y. The firm has operated a bakery in downtown Syracuse for 17 years.

Burke's Bakery, operated by Donald Burke, has opened in Walhalla, N.D. Products are baked at the Cavalier, N.D., plant.

Mr. and Mrs. Charles Childers and Mrs. Guy V. Jones have opened a doughnut shop at Christopher, Ill. It is known as the Maple Leaf Market

DIXIE LILY
A flour without an equal anywhere
Plain and Self-rising
THE BUHLER MILL & ELEVATOR CO.
BUHLER, KANSAS
Southern Regional Office
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"RUSSELL'S BEST"
"AMERICAN SPECIAL"
Our mill is located in the high protein wheat district of central western Kansas, and secures most of its wheat directly from growers.
RUSSELL MILLING CO., Russell, Kansas

Lyon & Greenleaf Co., Inc.
MILLERS OF
High Grade Soft Winter Wheat Flour
Plain and Self-rising
LIGONIER, IND. NORFOLK, VA.

Shop. Mrs. Jones formerly operated the Dixie Cream Donut Shop in Sesser, Ill.

The Chisholm (Minn.) Pastry Shop has moved to newly redecorated quarters. Miss Loretta deLorimier is the hostess.

An explosion in the large baking oven at Norton & Sons Bakery in Breckenridge, Minn., recently caused damage of about \$600.

A new restaurant and bakery has been opened in Kimball, S.D., under the management of Tony Luken.

The City Bakery in Socorro, N.M., recently opened the newly renovated retail sales department with an open house. The shop was closed several months after a plate glass window was broken.

Sven's, a retail bakery in Oxnard, Cal., has been opened by Sven Soder.

Ivar Ljungstrom recently sold the Viking Bakery in Los Angeles to A. C. Krogh and Arnold Wolf.

A new retail bakery in Escondido, Cal., has been opened by Robert Murphy.

Dudley F. Pratt has opened the Village Bakery in El Cajon, Cal.

Phil Heinrich has opened a new retail outlet for his baking business in Fresno, Cal.

Leo Shapiro has been appointed general manager of the Sugar 'N Spice bakery operation in Los Angeles.

Rudy Gomez has opened a wholesale baking establishment, Crown Cookies, in San Diego.

Edwin Peil, owner and operator of Vick's Bakery, Atchison, Kansas, has

installed a new \$3,000 oven at the bakery. Mr. Peil, who has been a baker for 25 years, purchased Vick's bakery from the late Vic Johnson in 1944.

Warner Dutweiler is the new owner of the Eagle Rock Bakery in Los Angeles.

James Schultz recently opened the Bon Ton Bakery on Manhattan Beach, Cal.

Mrs. Claus Ennenenga has opened Lena's Bake Shop in Raymond, Minn.

Kermit Holmes, supervisor for the Carroll, Iowa, branch of Omar, Inc.,

has been named branch manager of the firm.

The Glencoe (Minn.) Bakery now is under the management of Mr. and Mrs. Earl Kroeger, who purchased the business from A. C. Cunningham.

James Hayes, employee of the Honey Krust Bakery in Paducah, Ky., was injured when a gas-burning oven exploded recently. J. D. Kirkland, plant manager, estimated damage at \$100,000.

Miller's Bakery in Ellendale, N.D., has opened for business after a suspension of about two weeks. Walter Miller is the owner.

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Bread and Rolls • Cakes and Pastries
Experimental Baking and Decorating Included
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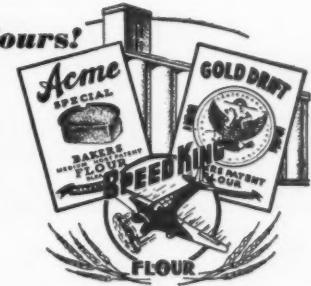
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Three great baking flours!



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A Special Type Flour milled from Low Protein, Low Viscosity Michigan Soft White Wheat.

Dependable Uniformity, Rigid Quality Control, by one of America's Most Modern Mills.



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DO YOU KNOW



Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, marking each statement TRUE or FALSE, turn to page 48 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. When baking rye bread in basket frames, instead of on the hearth, the bottom temperature of the oven should be lowered about 25° in order to prevent the loaves bursting on the sides.

2. According to the U.S. government standard "breakfast" cocoa

must contain 28% fat or over.

3. A temperature of 29-31° F. is used for keeping shell eggs in cold storage.

4. Whole wheat flour spoils faster than white flour.

5. Whole milk powder contains about 50% lactose (milk sugar) while nonfat milk powder contains 38% lactose.

6. Brown sugar will not cream up as light in a cake mix as will granulated sugar.

7. Twisted bread will have a more tender crust than straight pan bread.

8. When sour milk is used in a

bread dough instead of sweet milk, the rate of fermentation is speeded up.

9. Milk stocks are used in some cake mixes in order to help the cakes stay fresh longer.

10. A good method for finding the true color of a shortening is to melt it.

11. Good bread cannot be made when the sponge temperature is 88° F. when it is mixed.

12. In order to obtain a good mahogany color in a devils food cake, it is necessary to use soda in the formula.

13. The sugar content of a good grade of molasses runs about 60%.

14. Powdered sugar is generally specified in making icebox cookies instead of granulated sugar in order to help them retain their shapes.

15. Lemon pie filling may break down or turn watery during the cooling period due to the acid in the filling breaking down the starch used as the thickening agent.

16. Bread should be cooled rapidly and when the outside of the loaves feel cool, they should be wrapped at once.

17. There is no objection to using old doughnut frying fat in dark cookies and breads.

18. Marshmallow is sometimes added to meringue for pie topping in order to improve it.

19. Salt rising bread is naturally small in volume. There is nothing that can be done to produce a loaf having greater volume.

20. In order to obtain a uniform distribution throughout a bread dough, it is necessary to melt the shortening or lard used in the dough.

BREAD IS THE STAFF OF LIFE

WINNERS ANNOUNCED IN RIEGEL ART SHOW

ATLANTIC CITY — More than 5,000 votes were cast at the recent Packaging Exposition in Atlantic City in connection with the Riegel Paper Corp. Amateur Art Show. Each of the 100 paintings on exhibit received some votes, and when the ballots were counted, it showed that the public has approximately the same taste as do art experts.

Nearly one half of the entries came from top executives, but those voting apparently cared little about that, as these executives were distinctly in the minority among the winners.

First award went to Clarence F. Prince, engineering department, Package Machinery Co., East Longmeadow, Mass., for his oil painting "Birch Family," showing a composition of birch trees. Second prize went to Joseph Rodowics, printing department, National Folding Box Co., New Haven, Conn., showing a group of European peasants with the title "Homeless." Among the winners of honorable mention were Malcolm M. Renfrew, General Mills, Inc., and Diederich E. Walters, Package Machinery Co.

BREAD IS THE STAFF OF LIFE

CAROLINA BAKERS NAME KNOX CATON PRESIDENT

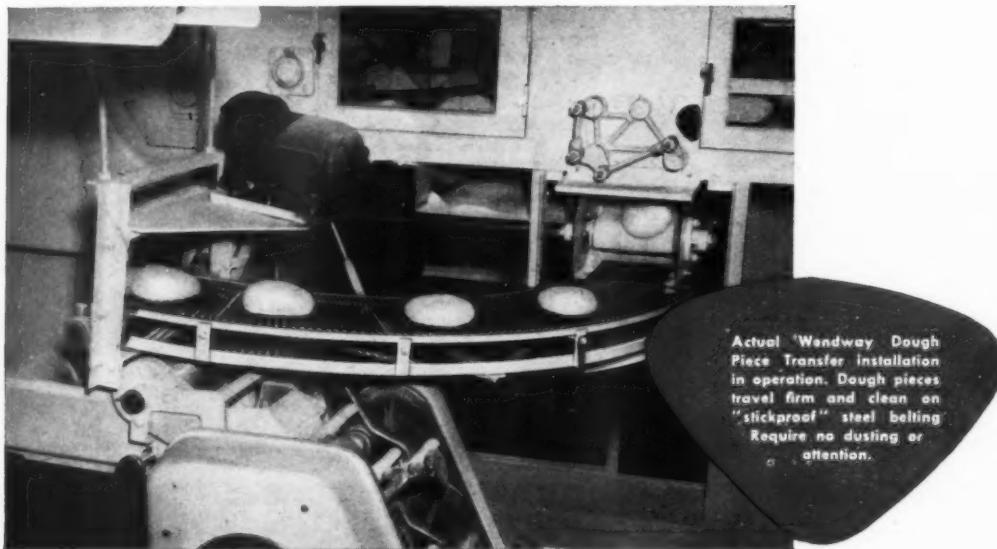
CONCORD, N.C. — Knox Caton of Shelby, N. C. was elected president of the Western Carolina Retail Bakers Assn., at its convention here recently.

Other new officers are W. L. Cobb, Columbia, S. C., vice president, and Charles Blair, Greensboro, N. C., secretary and treasurer. Dewey Wilkinson, Winston-Salem, retiring president, became chairman of the board.

WENDWAY

... for fast, sanitary conveying of dough pieces from overhead proofer to moulder or moulder-panner.

DOUGH PIECE TRANSFER



Actual "Wendway Dough Piece Transfer installation in operation. Dough pieces travel firm and clean on "stickproof" steel belting. Require no dusting or attention.

• The WENDWAY—modern steel-wire conveyor system—now furnishes a new, better method of conveying dough pieces from overhead proofer to moulder. Available in any combination of straight or curved sections, this WENDWAY DOUGH PIECE TRANSFER unit can be provided to fit any standard or special equipment installation.

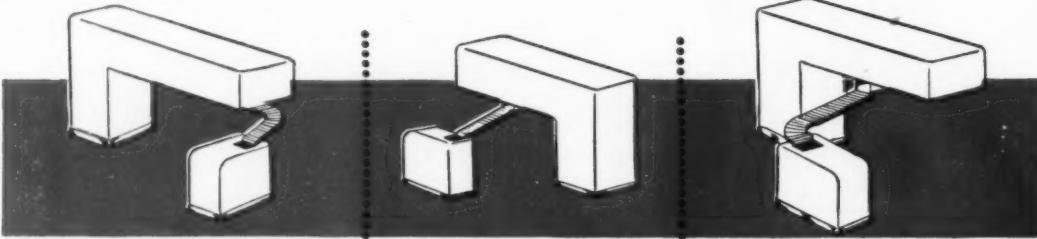
WENDWAY . . . DPT

units are cleaner, more efficient. Dough pieces ride smoothly on clean

wire belting, without sticking or excess dusting flour.

Every DPT unit is of rugged, "standardized" quality construction, self powered, and synchronized to the speed of the proofer. Steel wire belting travels smoothly, silently, cushioned on pure Nylon bearing surfaces. Stainless steel belting is recommended, for utmost in sanitation and long life of economical service.

Investigate the peak performance and economy of the WENDWAY DPT conveyor units in operation and see how they would improve your production.



This typical installation requires but one self-powered 90° Wendway curve to carry dough pieces from proofer to moulder.

A simplified equipment installation requires but one Wendway DPT conveyor unit section.

This unit, with moulder located away from proofer discharge, requires one standard straight section and one 90° curved section.

WENDWAY DPT units will accommodate all equipment installations

BAKERY
EQUIPMENT
DIVISION

ALBION, MICHIGAN



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the
 band
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your brand ----- s. a.

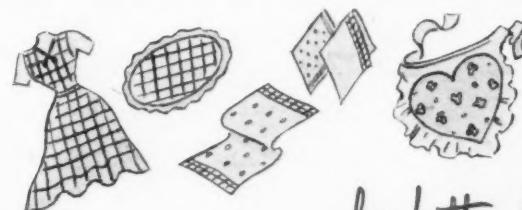
Chase Band Label Pretty Prints give your product real Sales Appeal! Housewives love the colorful, attractive, Chase-designed patterns! Furthermore, the band labels provide for the strong display of your brand name . . . and they are easily removed from the bag by simply soaking in water. Don't forget to specify this premium package. It will go a long way to stimulate the sale of your product!

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Check with your Chase Salesman—and be sure of the most efficient container for your product. He is supported by more than 100 years of experience in providing better bags for American industry and agriculture.



HOUSEWIVES ARE SEWING AND SAVING WITH CHASE BANDED PRETTY PRINTS!



Topmill burlap bags
 Saxolin open mesh bags
 paper and Multiwall bags
 cotton bags of all kinds
 combination bags, liners and specialties

for better bags... better buy Chase!

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 PITTSBURGH • KANSAS CITY • LOS ANGELES • MINNEAPOLIS • GOSHEN, IND. • PHILADELPHIA • NEW ORLEANS • ORLANDO, FLA. • SALT LAKE CITY
 OKLAHOMA CITY • PORTLAND, ORE. • REIDSVILLE, N. C. • HARLINGEN, TEXAS • CHAGRIN FALLS, O. • WORCESTER, MASS. • CROSSETT, ARK. • SAN FRANCISCO



Ever hear of a baker buying flour at a supermarket?

Not the usual kind, of course—but more and more bakers *are* buying their flour on a “one-stop” basis at a new type of “supermarket” developed exclusively for bakers.

It's Russell-Miller's modern 4-in-1 Mill at Alton, Illinois. Here it is possible for a baker to order *all* his flour requirements at *one* time, for shipment from *one* place, in mixed cars at economical *carlot* rates.

Strategically located, the Alton Mill has access to and draws its raw material from *all* the great wheat producing areas. In turn, its

finished products are representative of its raw material—Hard Spring, Hard Winter, Soft Wheat and Whole Wheat Flours.

This one-stop market offers the baker many additional services—including sales-building merchandising help, skilled laboratory assistance with technical problems, and on-the-spot production advice of bakery service experts.

So . . . buy flour this modern way . . . its advantages are many, and this is one time when you will be profit-wise by putting “all your flour in one basket!”

RUSSELL-MILLER MILLING CO.

MILLERS OF OCCIDENT, AMERICAN BEAUTY AND OTHER QUALITY FLOURS

“The Supermarket for Bakery Flours”

QUALITY HARD SPRING WHEAT FLOURS: Occident Special • Sweet Loaf • Producer • Powerful • Occident 100% Whole Wheat Flour.

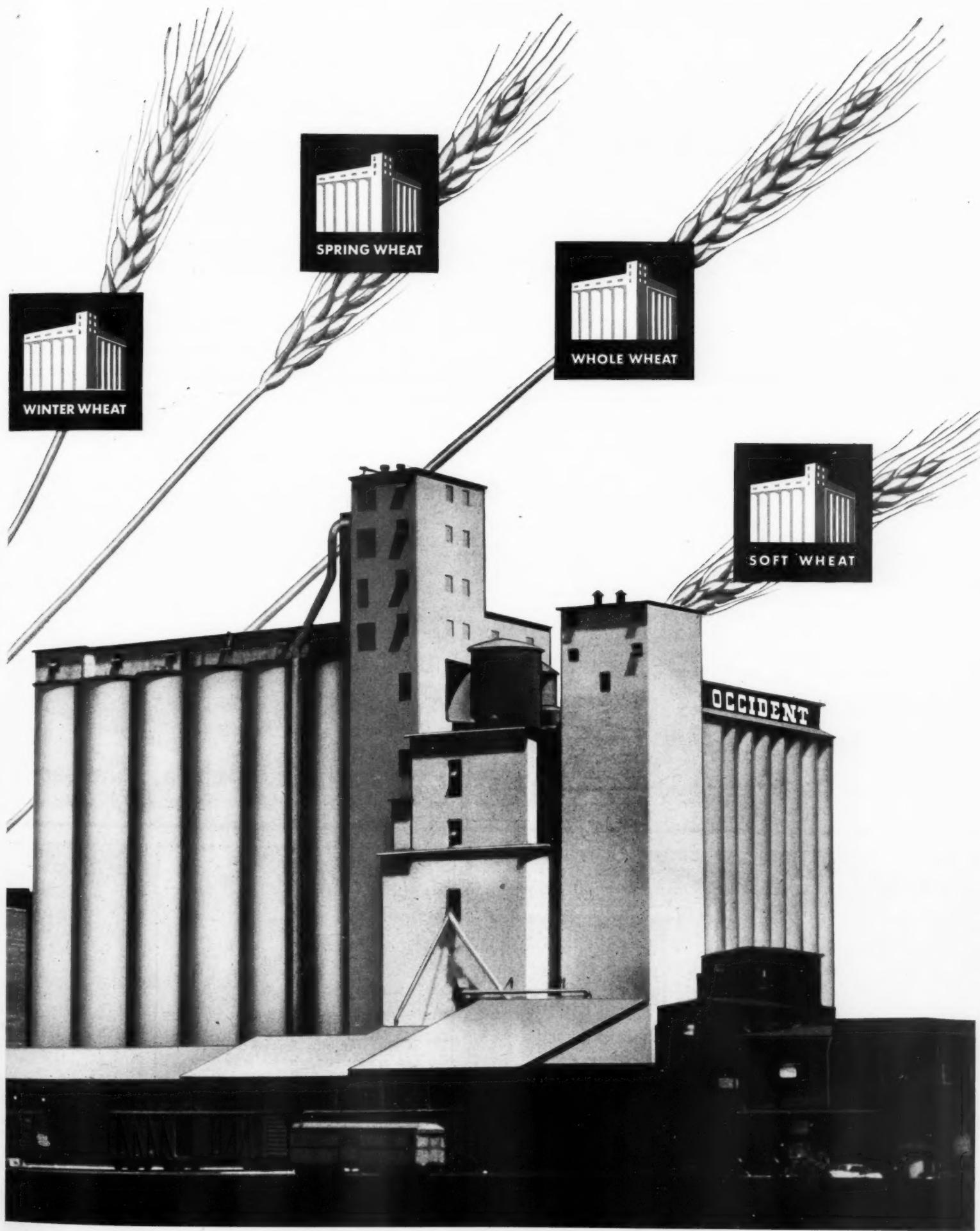
MELLOW TYPE SPRING WHEAT FLOURS: F-a-co • Sunburst • Gold Heart • Classic • Baltic.

HARD WINTER WHEAT FLOURS: American Beauty Special • American Beauty Bakers • Reliable • Claro • Beacon • Millionaire • Mariposa • American Beauty 100% Whole Wheat.

CAKE FLOURS: American Beauty • Solite • RM Special Cake • Royal Patent.

plus a complete line of special purpose flours





3 BAKER FLOURS



that give

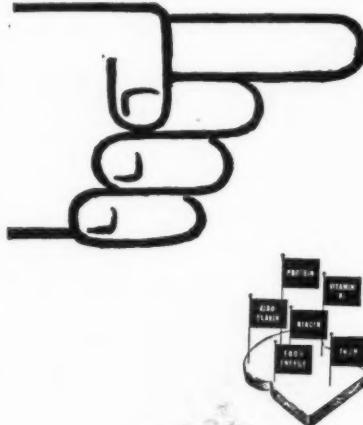
more loaves of bread,
and all just as good.

TEA TABLE
OVENS P R I N G
BIG VALUE

THE WEBER FLOUR MILLS CO.
SALINA, KANSAS

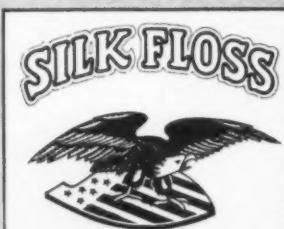
— A TOP QUALITY
SHORT PATENT

Quality firmly based on scientific wheat selection and experienced milling, controlled from first to last with expert knowledge and skill . . . that is a brief description of the merits of SUPERFLOUR. You'll find this bakery short patent a dependable flour for shop performance and desirable loaf characteristics.



THE WILLIS NORTON COMPANY Wichita, Kansas
Quality Millers Since 1879

QUALITY ABOVE ALL ELSE



BREAD AND CAKE
FLOURS



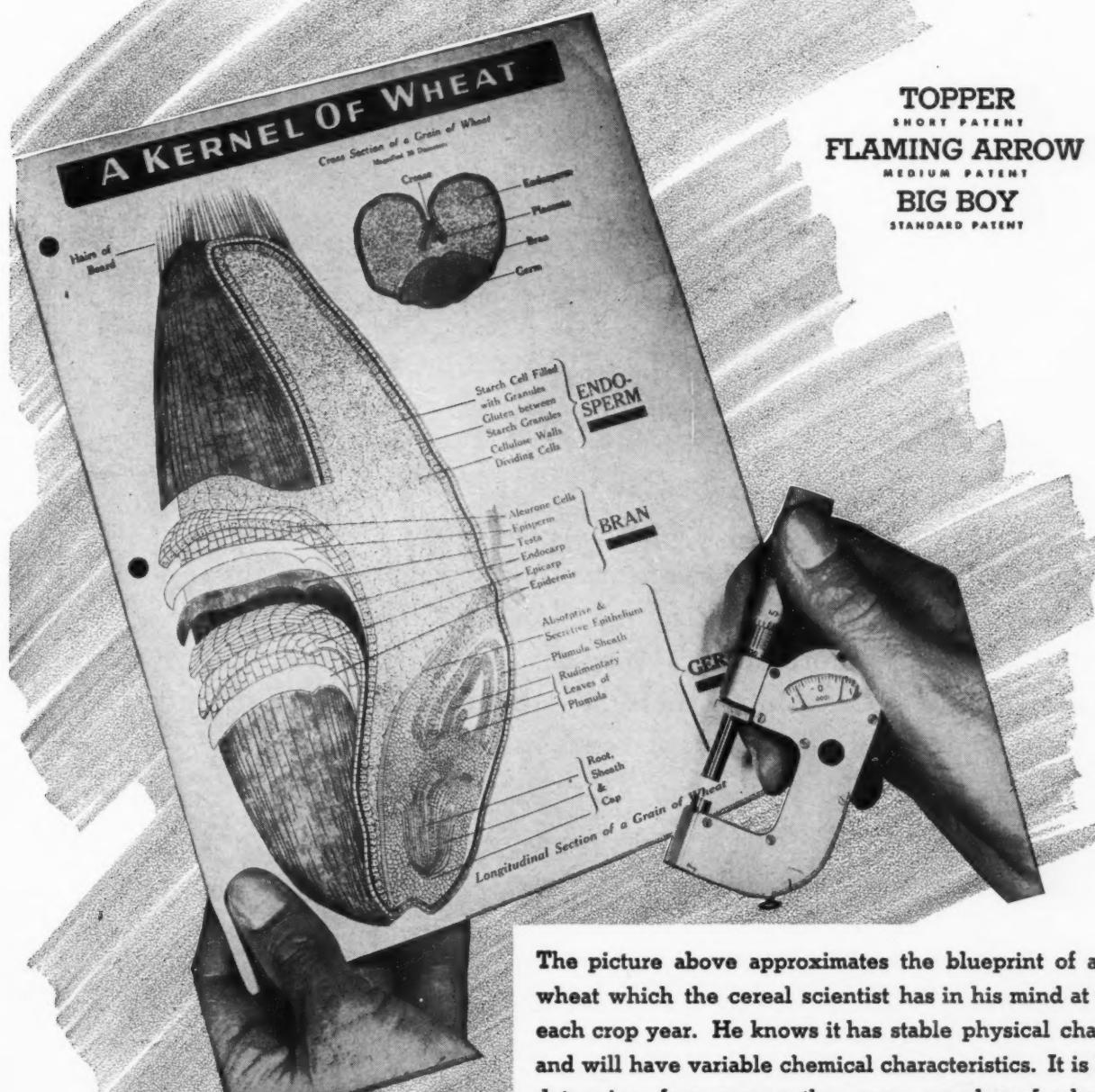
When you buy Kansas Milling Co. flours you can be sure that you are getting all of the baking values, all of the uniformity and all of the extra quality that modern milling science can put into top quality flours. Everything in the production process—from wheat selection on—is carefully and scientifically controlled. You cannot purchase better flours than these.

THE KANSAS MILLING CO.
WICHITA, KANSAS

CAPACITY
10,000 CWTS.
STORAGE
4,500,000 BU.

SINCE
1894

MOORE-LOWRY FLOURS ARE "Precision Flours"



The picture above approximates the blueprint of a kernel of wheat which the cereal scientist has in his mind at the start of each crop year. He knows it has stable physical characteristics and will have variable chemical characteristics. It is his duty to determine, from among the many samples of wheat he will receive, which have high baking qualities and which have not. How well he is able to make this determination depends not alone upon the laboratory facilities at his disposal, but upon his skill and experience. We take pride in a staff that has both and in a laboratory that is complete in every phase. We know with certainty that only wheat which meets a rigid test for baking quality can ever reach the mill stream.

THE MOORE-LOWRY FLOUR MILLS COMPANY

MILLS AT COFFEYVILLE, KANSAS

DAILY CAPACITY 4200 CWT.

OFFICES: KANSAS CITY 6, MO.

ANSWERS
TO "DO YOU KNOW?"
Questions on page 42

1. **False.** The bottom temperature should be increased about 25°. This increase is necessary because the perforated sheet of metal under the loaves absorbs some of the heat.

2. **False.** The U.S. government requires that breakfast cocoa contain 22% fat or over.

3. **True.** While this temperature is below the freezing point of water, the bacteria in the eggs keep them from freezing.

4. **True.** Whole wheat flour contains the wheat germ which is high in fat. This fat turns rancid quite readily. In the making of white flour the germ is removed as much as possible.

5. **False.** Whole milk powder contains about 38% lactose and nonfat milk powder about 50%.

6. **True.** The difference in creaming volume is undoubtedly due to the characteristics of the sugar granules. The granules of brown sugar are much smaller and less hard and

sharp than granulated sugar.

7. **False.** The crust on twisted bread is naturally somewhat tougher than straight pan bread. This can be decreased by replacing two or three percent of the white flour with potato flour.

8. **True.** Because of the increase in the acidity in the dough, the fermentation time should be shortened.

9. **True.** Milk stocks do help the keeping quality of cakes. However, they are not as popular as they were some years ago, as other moisture retainers have proven themselves more convenient to use.

10. **True.** Shortenings have air

worked into them, producing a whiter color. By melting the shortenings, a comparison between the oils will give a true indication of color.

11. **False.** A number of bakers are using this seemingly high temperature for their sponges with very good results.

12. **False.** When a "Dutch" process cocoa is used, a mahogany color will be obtained. Some bakers also add a small amount of red fruit color to the cake batter to bring out a mahogany color.

13. **False.** A good grade of molasses contains about 70% total sugar.

14. **True.** When making ice-box cookies, very little spread is desired. When granulated sugar is used, the cookies will spread more, possibly spoiling the shape or design.

15. **True.** Lemon pie filling should be cooled as rapidly as possible to prevent this breaking down effect. Acid, heat and moisture convert the starch into a sugar solution.

16. **False.** Bread should be cooled gradually so that the crust will not crack. The atmosphere should be fairly humid in order to keep the loss of moisture from the loaf as low as possible. The inside of the loaf should be at least 95° F. or lower before wrapping.

17. **False.** Usually this type of fat will have an objectionable odor and flavor. It is recommended that old frying fats be sold to a soap manufacturer.

18. **True.** The addition of a small amount of marshmallow will give the meringue a firmer body. It will stand for greater abuse and will not break down as readily.

19. **False.** A small amount of yeast added during the doughing up stage will produce a loaf having a greater volume.

20. **False.** At proper temperature (70-75° F.), lard or shortening will mix very easily throughout a bread dough, and it is not necessary to melt it.

—BREAD IS THE STAFF OF LIFE—

DOMESTIC SALES OF DRY MILK SOLIDS INCREASE

CHICAGO—Domestic sales of nonfat dry milk solids increased more than 50 million pounds in 1950—to an all-time high of 518,000,000 lb.

The facts were presented in the Census of Distribution by Harold Hall at the 26th annual meeting of the American Dry Milk Institute, Inc., Chicago, held at the Edgewater Beach Hotel with B. F. Beach, Adrian, Mich., board chairman, presiding. When the institute began a quarter century ago, total sales of nonfat dry milk solids amounted to 49 million pounds.

While bakery, dairy and meat products accounted for 83% of total sales, the most spectacular increase in the sales of nonfat milk solids was in retail packages, which took 17 million pounds in 1950 as compared to 6 million pounds in 1949.

—BREAD IS THE STAFF OF LIFE—

MORNINGSTAR ANNIVERSARY

NEW YORK—Joseph Morningstar, president, Morningstar, Nicol, Inc., New York, manufacturer of starches, dextrines and adhesives, has announced that the date of May 1, 1951, opened the 100th anniversary of the founding of the Morningstar company. During the next eight months there will be a series of events to mark the anniversary of the firm which now has operations in 20 states.

Rex • Charm
CERTIFIED BAKING QUALITY

It's a comfortable feeling for any baker to know that the flour he is using has been tested for baking performance. That is the kind of certified baking quality you get in REX and CHARM. These superior flours must pass rigid tests in our laboratories before shipment. That's why they have the unvarying dependability that produces bread of attractive appearance and enticing flavor.



J. F. IMBS MILLING CO.

420 Merchants Exchange

St. Louis, Mo.

Capacity 3,800 Sacks

Wheat Storage 400,000 Bus.

Accepted...



RED STAR YEAST & PRODUCTS COMPANY, MILWAUKEE 1, WISCONSIN





DAILY CAPACITY—2,000 CWT.
ELEVATOR CAPACITY—1,000,000 BUSHELS
Manufacturers of FINEST QUALITY FLOUR

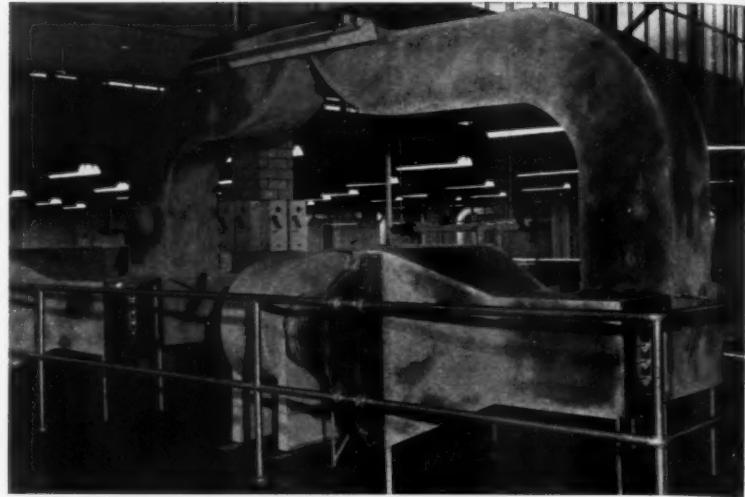
TRI-STATE MILLING CO. RAPID CITY, S. D.

105 YEARS OF MILLING EXPERIENCE
PLUS MODERN LABORATORY CONTROL
ASSURES THE BAKER EXCELLENT RESULTS WITH:



HUMMER—Spring Hi-Gluten
LIBERTY—Short Spring Patent
BEST PATENT—Standard Spring Patent
LOTUS—Strong Spring Patent
STRONG BAKERS—First Spring Clear
CAKE and PASTRY FLOURS
RYE—White - Medium - Dark

GEORGE URBAN MILLING CO. BUFFALO N. Y.



APPLICATION OF INSULATION—The above illustration shows how the National Biscuit Co., Houston, uses insulation. Shown are heating and exhaust ducts from ovens, insulated with 85% magnesia and finished with cement.

Several Advantages Claimed for Bakery Equipment Insulation

NEW YORK—According to some insulation engineers, an appreciable reduction in bakery operating costs and an increase in operating efficiency can be effected by insulating all heated lines and equipment, including flanges, fittings, valves, hot water tanks and kettles. Insulation keeps heat losses at a minimum; permits close control of process temperatures, a necessity if the quality of bakery products is to be kept uniform, and aids in preventing pipeline clogging in the handling of liquefied materials, such as chocolate or shortening. It also adds to comfort and safety by preventing the plant air from becoming overheated and by protecting workers from being burned.

For maximum return on the money invested for insulation, the material should retain its insulating ability for the entire life of the equipment on which it is used. It should not crack or spall when subjected to alternate heating and cooling, as may occur during start-up and shut-down. It should be able to withstand a reasonable amount of mechanical abuse, and should not be subject to heat shrinkage. It should be unaffected by wetting caused by condensation or leaks in water or process lines.

85% Magnesium

Eighty-five percent magnesia, a molded product consisting of basic magnesium carbonate with asbestos fiber added as a binding and reinforcing agent, is widely employed to insulate bakery equipment. For use on pipes, it is manufactured in semi-cylindrical sections and in curved segments to fit various diameters. For vats, tanks, ducts and kettles it is available in the form of curved and flat blocks. In the form of insulating cement, it is used on small, irregularly shaped surfaces, such as fittings.

The material is manufactured in a range of thicknesses, so that the optimum thickness can be chosen for any particular set of operating temperatures or fuel costs.

On steam, hot water, chocolate, syrup and other lines, the pipe insulation is fitted over the surface, and the factory-applied canvas is pasted down. Where maximum durability of finish is desired, the factory-applied canvas is removed, and a heavier canvas may be pasted or sewed over the insulation.

Flanges and Fittings

Flanges, fittings and valves are insulated with sections or blocks cut to fit, or with insulating cement, depending upon size. The sections or blocks are secured in place with gal-

JOIN BAKERS EVERYWHERE WHO
SAVE 25% PRODUCTION COSTS BY
USING NEW BAKE-IN GIFT CANS!



PLETCHER & POLLACK
BAKE-IN
GIFT CAN

READ WHAT THE EXPERTS SAY...

"No more pan cleaning . . . pan greasing . . . or 'cripples' when Fruit Cakes are baked directly in Bake-In Gift Cans. This direct use of Bake-In Gift Cans can reduce production costs by 25% in baking Fruit Cakes" . . . FOOD INDUSTRIES

"Now commercial bakers are using the Bake-In Gift Can with great success. Replacing standard baking pans with litho cans has resulted in less handling of cakes, reducing labor costs and practically eliminates dangers of crumbling or breaking cakes. Other advantages are faster production and the elimination of standard baking pans" . . . BAKERS HELPER.

MAIL COUPON NOW FOR BROCHURE AND PRICE LISTS!

BEAUTIFUL and COLORFUL
DESIGNS FOR ALL OCCASIONS
and HOLIDAYS THROUGHOUT THE
YEAR. BAKE-IN GIFT CANS ARE STURDY. THEY
BAKE PERFECTLY AT STANDARD BAKING TEM-
PERATURES! Baking tests performed and perfected
by Nolumoline Div., Testing Bakery, 120 Wall St.,
N. Y. C. SPECIAL SHERMAN LINERS INCLUDED.
A FINE ASSORTMENT OF SIZES AND DESIGNS IN
1-2-3 lb. CANS.

Now you can move your own brand of packaged cakes like never before. Save at least 25% thanks to new economical and colorful BAKE-IN GIFT CANS. NO FUSS — NO MESS — NO PANS TO BUY OR TO CLEAN!

CUTS YOUR LABOR PROBLEMS

Pletcher & Pollack BAKE-IN GIFT CANS are praised throughout the industry. Sensational eye-appeal makes customers come back again and again. With prices of materials and labor on the rise — here's a wonderful opportunity to save while actually increasing your sales. Mail Coupon TODAY for brochure and price list.

PLETCHER & POLLACK
BAKE-IN GIFT CAN, Dept. 176
126 East 44th St.,
New York 17, N. Y.

Please rush all particulars and Full Color Brochure
on Bake-In Gift Cans.

NAME

ADDRESS

CITY

STATE

Soft Winter Wheat Flours

Family - Commercial
Export

Long Distance Telephone 32
Cable address — "Jasco"

J. Allen Smith & Co., Inc.
KNOXVILLE 6, TENNESSEE

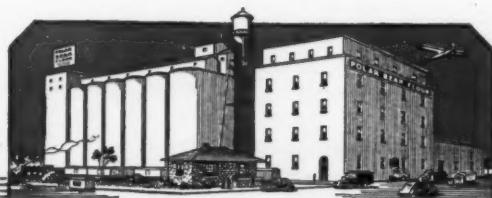


FLOUR IS KING

In the new crop booking season, naturally there is a lot of interest in price. POLAR BEAR flour may be a trifle more expensive than other flours, but it is always one of the market's "best buys." That's because POLAR BEAR has the dependable baking qualities that keep shop production costs low. You'll never lose buying POLAR BEAR.

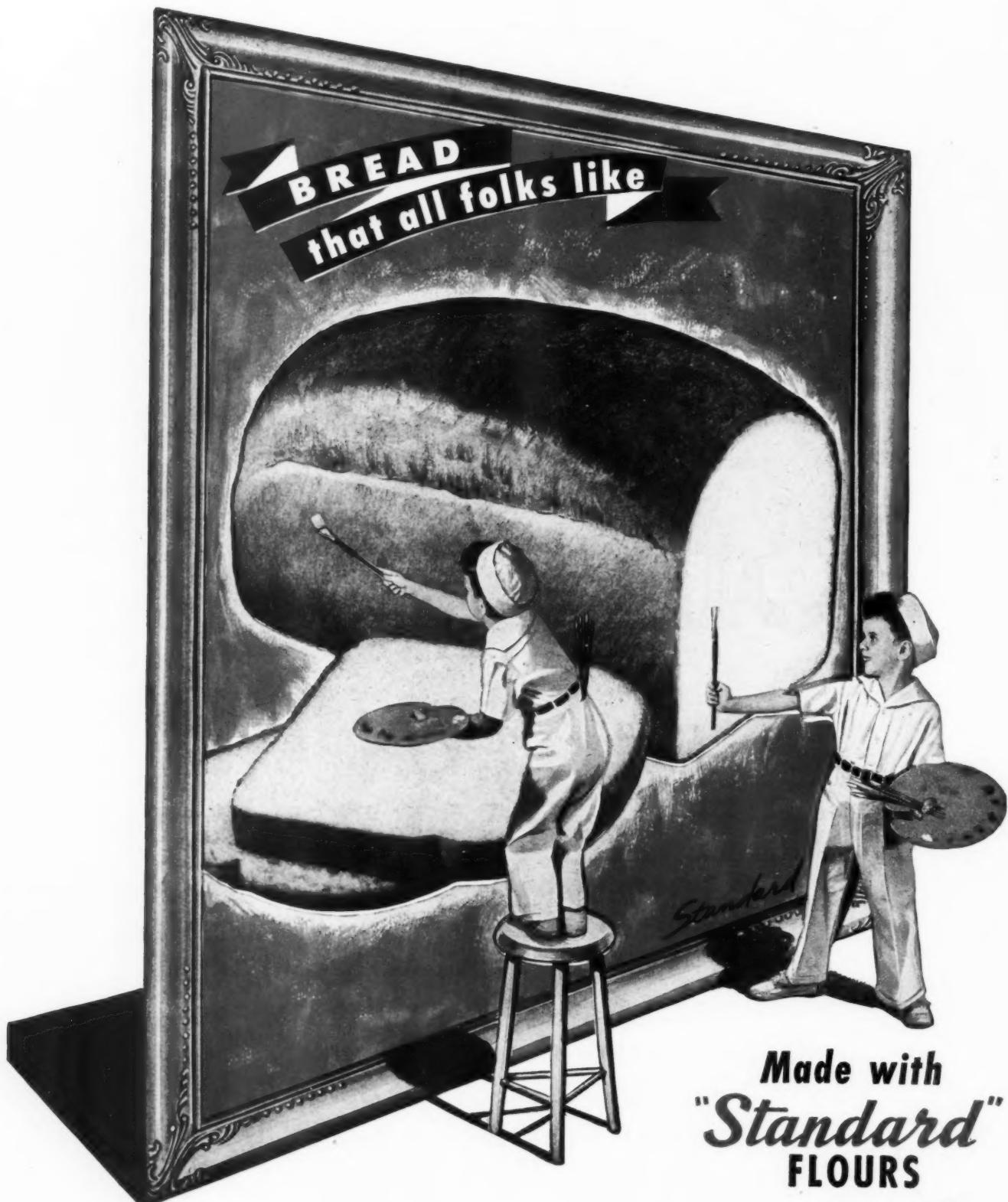


Founded by
Andrew J. Hunt
1899



Ralph C. Sowden
President

The NEW ERA MILLING COMPANY
ARKANSAS CITY, KANSAS



Made with
"Standard"
 FLOURS

GENERAL OFFICES: CHICAGO, ILLINOIS

STANDARD MILLING
 COMPANY
 BAKERY FLOURS



vanized wire loops, and the insulation is smoothed over with insulating cement. Where 85% magnesia cement is used, it is troweled on in layers to a total thickness equivalent to that on the adjacent surface. In either case, the finish is the same as that used on the pipe insulation.

On vats, ovens, tanks and ducts the insulation blocks are fastened in place with galvanized wire loops, or the wire may be anchored to clips welded to the surface of the tank or vat. Hexagonal wire mesh netting is wired over the insulation as a foundation for a layer of asbestos cement. The finish may be canvas or a mixture of asbestos and portland cement troweled to a hard, smooth surface.

To make an attractive installation, the insulation finish may be painted.

BREAD IS THE STAFF OF LIFE

2,600 Visit AIB Exhibit at Detroit Health Convention

CHICAGO—More than 2,600 health and physical education supervisors and instructors attending the national convention of The American Association for Health, Physical Education and Recreation in Detroit recently saw the special American Institute of Baking exhibit telling the story of the baking industry and its foods.

Prepared by the AIB consumer service department, the exhibit contained lighted slides showing the institute and its various activities. Consumer service materials were distributed at the booth and orders were taken for additional quantities. Representing the institute were Gertrude Austin, chief nutritionist, and Margaret Delaney, nutritionist.

Among the items of interest to the registrants were: "Bread, a Visit to a Modern Bakery," "Baking—An All American Industry, Bread—An All American Food" and "Eat and Grow Slim." Many asked that materials from the test kitchen, such as "Sandwiches Around the Clock" and "Cutting Guide for Batter Cakes," be sent to their home economics departments for use in class projects.

Those attending the convention included supervisors of state health and physical education, department heads of teacher training programs and physical education instructors and coaches from elementary schools, high schools and colleges.

BREAD IS THE STAFF OF LIFE

PACIFIC NORTHWEST BAKERS SET MEETING

PORTLAND, ORE. — The 1952 Pacific Northwest Bakers Conference will be held April 21-23 at the Multnomah Hotel in Portland, according to an announcement by Roger Williams, secretary-manager.

BREAD IS THE STAFF OF LIFE

WISCONSIN PRODUCTION MEN NAME COMMITTEES

MILWAUKEE—Standing committee appointments in the Wisconsin Production Men's Club have been announced by president-elect Jack Tesch, production superintendent, Oswald Jaeger Baking Co., Milwaukee.

Arthur Forsman, Red Star Yeast & Products Co., is chairman of the program committee, assisted by Charles M. Galligan, Bake-Rite Baking Co., Stevens Point; Eric Milisch, Oswald Jaeger Baking Co., Milwaukee, and Julius C. Teuschl, National Tea Co., Milwaukee.

The publicity committee is headed

THE AMERICAN BAKER

by August H. Bethke, Oswald Jaeger Baking Co., assisted by Raymond J. Kordus, Omar, Inc., Milwaukee, and Karl Lowas, Continental Baking Co., Milwaukee.

Chairman of the membership committee is H. J. Reimer, Marathon Corp., Menasha, Wis., assisted by Albert H. Fenner, bakers' equipment agent, Milwaukee, and M. A. Lee, Procter & Gamble, Milwaukee.

BREAD IS THE STAFF OF LIFE

BIRTHDAY PARTY

PITTSBURGH—A cake, with 17 candles formed the centerpiece at the 17th birthday party of the Ladies

Auxiliary of the Retail Master Bakers Association of Western Pennsylvania. Mrs. Paul Palmer, Palmer House Bakery, president of the group, donated the cake and presided at the dinner attended by 75 members.

BREAD IS THE STAFF OF LIFE

SOUTHERN TIER BAKERS WATCH DEMONSTRATION

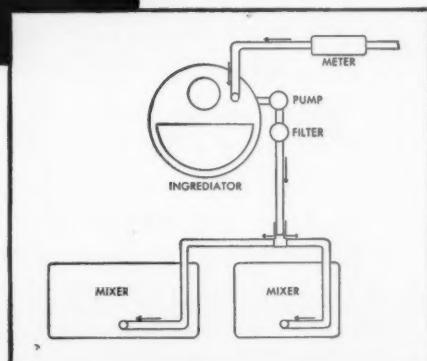
BINGHAMTON, N.Y. — Russell Miller Milling Co. conducted a demonstration of summer formulas for cakes and pies at the regular meeting of the Southern Tier Bakers Assn. in Binghamton May 2. The

demonstration, held at the Endwell Bakery, drew an attendance of about 80 members and guests. Joseph Tomiska, owner of Endwell Bakery, is president of the association.

Marty Martin of the Russell-Miller bakery service department conducted the demonstration, assisted by Michael Solomon, head cake baker at Endwell Bakery. Cakes were mixed, baked and iced as Mr. Martin discussed problems which arise in the production of summer numbers. Considerable interest was shown and many questions asked by the bakers attending.



The schematic diagram (below) shows the recommended valving system which permits delivery of emulsified ingredients from the Ingrediator to the mixers.



THE READCO INGREDIATOR increases mixing room efficiency by eliminating the use of batch cans and minimizing small ingredient handling.

Water and small ingredients can be completely emulsified and pumped into the mixer within 5 minutes. Emulsified ingredients are pumped through a fine mesh, stainless steel screen which completely filters out foreign materials.

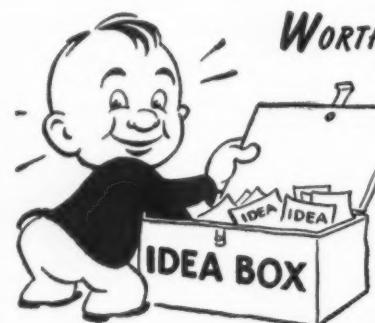
All food production zones of the Readco Ingrediator are entirely stainless steel construction and may be quickly disassembled for cleaning.

Many users report that the complete emulsification of ingredients results in a definite improvement in the texture of their bread. Read Standard Corporation, Bakery • Chemical Division, York, Pennsylvania • Los Angeles, California.

*TRADEMARK

READ STANDARD

CORPORATION



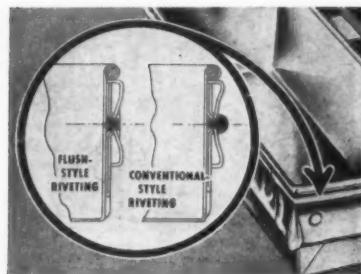
NEW PRODUCTS • NEW SERVICES • NEW LITERATURE

A reader service feature announcing the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Further information on any of the items discussed in this department may be obtained by writing the Reader Service Department of:

The American Baker
118 So. 6th St. Minneapolis, Minn.

No. 3139—Flush Riveting Method

A new method of "flush riveting" (patent pending) pan sets has been announced by Chicago Metallic Mfg. Co. According to Jerome H. Debs, president of the company, flush rivets, unlike the old style rivets, are smooth and even with the strapping. All sharp edges and burrs are eliminated,



thereby also eliminating the danger of cutting hands.

Flush riveting also strengthens the pan sets, is better looking and is more sanitary, Mr. Debs says. This new construction is now available and is an exclusive feature on all Weld-Lock seamless and folded bread pans, pullman pans and package roll pans.

No. 3141—Bread Mix

The Russell Spruance Co. has announced the development of "Spruance Supreme Bread Mix," which, it states, "is made from high quality bread flour with all necessary ingredients already added. All the baker has to do is to add warm water and yeast, in accordance with instructions."

The company adds that bread can be made in two hours from the time

the mix is placed in the mixing bowl until it leaves the oven. It is also claimed that 100 lb. of the mix produces 166 lb. dough which, dried out 10% in baking, produces 150 lb. of baked bread.

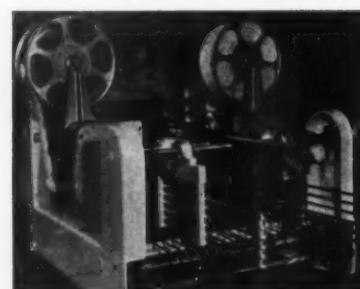
No. 3135—Baked Goods Freezers

A complete line of equipment for freezing finished baked goods has been introduced by the C. Schmidt Co., which states the Bake-N-Freeze refrigerators can eliminate stalest completely.

Three types of freezers are made—the Bake-N-Freeze, which is a walk-in refrigerator used for the production job, the Bake-N-Freeze, Jr., a smaller reach-in freezer and the Bake-N-Freeze Table-Chest, a combination work table and freezer.

No. 3140—End Labeler

The Lanham Machine & Service Co. has announced the development of an end labeler. According to the



firm the labeler is adaptable to present wrapping equipment to apply labels to wax or cellophane with positive positioning. The labels are pre-heated before they are applied, assuring a good bond, the firm states.

The American Baker

118 South Sixth St., Minneapolis 2, Minn.

Please send me information on the following items (circle numbers)

No. 2226—Dry Aerosol Bomb
No. 3130—Bakery Equipment
No. 3133—Brochure on Gift Cans
No. 3134—Molded Products
No. 3135—Baked Goods Freezers
No. 3139—Flush Riveting Method

NAME

COMPANY

ADDRESS

No. 3138—pH Meter, Probe Unit

A pocket size pH meter and companion probe unit are now available from Analytical Measurements, Inc. The product permits instant, on-the-spot pH determinations anywhere, according to the manufacturer.

It is self-contained with batteries, in a bakelite case and weighs 3 lb. Supports and beakers are eliminated by combining the calomel and glass electrodes with the sample holder, in a single polyethylene probe unit.



The idea of combining the sample holder with the electrodes, says the firm, protects them and requires a sample volume of only .5 ml.

The meter is scaled from 2-12 pH for easy reading, and a simple adjustment gives readings from 0-14. Accuracy of .1 pH is obtainable, according to the manufacturer. Hearing aid type batteries provide up to 1,300 hours of operation. The firm also states that the electrometer tube, switch and input connector are sealed in a single unit to insure freedom from high humidity difficulties. Other features, according to the firm, are the one-knob control and continuous reading that simplify operation.

No. 3133—Brochure on Gift Cans

A colorful brochure describing its line of Bake-In gift cans has been released by Pletcher & Pollack, designers and producers of metal packagings. The brochure contains illustrations of a variety of the containers, along with instructions for baking fruit cake, batter or pound cakes in the cans.

No. 3130—Bakery Equipment Catalogs

The American Machine & Foundry Co. has released two publications—one of 16 pages describing its line of baking equipment and a six page brochure telling the story of its Benj. Franklin high speed dough mixing and kneading machine.

The brochure contains photographs showing the front and rear views, bowl construction and agitator design of the Benj. Franklin. Two pages are devoted to descriptions of features and specifications, with capacities, dimensions, weights, floor loads and bowl volume set forth in tables.

Also included are a floor plan drawing, including front and side elevations, a chart showing space re-

direct
from farm
to you

DAIRYLEA
(NON-FAT)
DRY MILK
SOLIDS

for
better bread

DAIRYMEN'S
LEAGUE
CO-OPERATIVE
ASSOCIATION,
INC.
100 Park Ave., N. Y. 17
Phone ORegon 5-1230

A line of essential
BAKERY PRODUCTS
uniform and reliable

NATIONAL YEAST CORPORATION
Chanin Building • New York, N. Y.

New Mill Completed 1936
"SLOGAN"
A Modernized Flour for the Baker
CANADIAN MILL & ELEVATOR CO.
El Reno, Okla.

W. H. SCHNEIDER
Company

Board of Trade Bldg. • Grand 7751
KANSAS CITY, MO.

WHITE WHEAT
Low Protein Cake
and Cookie Flours
AMENDT MILLING CO.
Monroe, Mich.

Soft Cake Flour

For Biscuit Manufacturers
WATSON HIGGINS MILLING CO.
GRAND RAPIDS, MICH.

J. ROSS MYERS & SON
FLOUR

Shortening
324 N. Holliday St. Baltimore, Md.

EVERYTHING
FOR THE PIE BAKER
Crust Rollers — Rimmers
Automatic Pie Machinery
COLBORNE MFG. CO.
161 W. Division St. CHICAGO, ILL.

Super Chief
High Protein Flour
GREEN'S MILLING CO.
Morris, Minn.

quirements and lists of standard and extra equipment.

The Benj. Franklin is manufactured in four standard sizes—800, 1,000, 1,300 and 1,600 lb. dough capacity.

The 16 page catalog illustrates and describes the AMF line of bakery machinery and ovens, as well as the sanitary make-up equipment manufactured by the firm's subsidiary, Union Machinery Co.

No. 2226—Dry Aerosol Bomb

The "Dispercide" dry aerosol bomb, a new method of dispersing insecticides, has been introduced by the Yosemite Chemical Co. This method does away with dusters, sprayers and fog generating equipment, because the insecticides come in a self-dispersing throw-away container, the firm states.

At present the dispersant in the product is being used only to diffuse insecticides. The powdered chemicals comprising it, through thermal decomposition, form a fine particle fog which can be used to disperse other substances, according to the firm.

After it has done its killing in space, "Dispercide" settles over all exposed surfaces in the form of an invisible residual, which, when contacted by insects, kills for about 30 days, the firm states.

No. 3134—Molded Products Catalog

Keyes Fibre Sales Corp. has issued a new catalog describing the molded products it manufactures for food industries. The catalog contains descriptions and illustrations of the firm's paprus pie plates and savaday cake circles. Features of these products are their sanitary qualities, protection of the product and low operating expenses, the firm says.

No. 3136—Floor Cleaner-Bactericide

Development of a new combination floor cleaner-bactericide has been announced by Piatt & Smilie Chemicals, Inc. The product is being marketed under the trade name of "First" antiseptic liquid detergent.

The product cleans, deodorizes and sanitizes in a simultaneous operation, according to the manufacturer. The product has been compounded to perform best with a floor temperature between 60 to 80°.

The firm says that the product does away with the old type two-step mopping operation consisting of mopping with a soap and applying a sanitizing solution. The product contains a mixture of synthetic-organic detergents for cleaning and a germicide, Santophen 1 (ortho-benzyl-para-chloro-phenol) for sanitizing, according to the manufacturer.

No. 3137—Wedding Booklet

A 70-page booklet entitled "Your Wedding" has been made available by Webb Publishing Co. The book is intended for use by retail bakers as a premium to purchasers of wedding cakes and as a good-will promotion piece. The volume describes all phases of wedding arrangements.

BREAD IS THE STAFF OF LIFE

PIE FIRM EXPANDS

BEULAH, MICH.—George K. Petritz, owner of Pet-Ritz Foods, has announced the purchase of a new plant here to enable the frozen pie firm to double production.

CHANGES ANNOUNCED IN AMF MANAGEMENT STAFF

NEW YORK—Several shifts in the top ranks of the American Machine & Foundry Co. have been announced by Morehead Patterson, AMF board chairman and president.

Arnold K. Brown, formerly vice president and director of Brown & Sharpe Mfg. Co., has been named executive vice president and director of AMF. Daniel Haynes, formerly AMF vice president and treasurer, has been elected vice chairman of the board of directors and chairman of the executive committee. He also is

president of the International Cigar Machinery Co., AMF affiliate. David S. Meiklejohn, formerly assistant treasurer of the company and treasurer of ICM, succeeds Mr. Haynes as AMF treasurer.

Mr. Haynes has been a director of AMF and ICM since 1915. He was named president of both organizations in 1922 and president of ICM in 1941.

Mr. Meiklejohn came to the firm in 1946 as assistant to the treasurer after more than a year as executive secretary to the mayor of New York.

Maj. Gen. Russell L. Maxwell, vice president in charge of personnel, has been elected to the AMF board of di-

rectors. He became associated with the firm in 1946 after his retirement from the army which brought to a close an army career of more than 38 years.

Fred K. Powell, Jr., formerly director of engineering, has been named vice president in charge of engineering. Other appointments announced by Mr. Patterson were those of:

Harry P. Sparkes, director of the contract division and sales assistant to the president, as vice president of the contract division.

E. J. Zimmer, Jr., manager of the contract division, as assistant vice president of that division.



AN ORIGINAL LITHOGRAPH BY HENRY E. WINZENRIED

"PEANUTS . . . POPCORN . . . POTATO CHIPS"

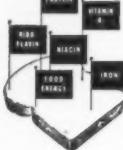
People love to nibble. Peanuts, popcorn, potato chips and similar delicacies have attained phenomenal sales volume throughout the country. Like all good things to eat, they must be kept fresh and appealing through well-engineered functional packaging. Many special Riegel papers have been developed for this field . . . papers that are highly protective . . . attractive to the eye . . . and that work well on high-speed machinery.

There are hundreds of other Riegel papers for almost every kind of protective packaging . . . papers that are now serving the sales leaders in many different fields. In spite of present conditions we are constantly developing even more special papers for companies who join us in planning for the future. Write us now for information.

Riegel Paper Corporation • 342 Madison Avenue, New York 17, N. Y.

Riegel TAILOR-MADE PAPERS FOR PROTECTIVE PACKAGING

WESTERN STAR KANSAS STAR GOLDEN CREST



There is no limitation on the performance of these Star flours. Milled from the choicest wheats of this favored wheat growing section, they yield the maximum in loaf quality.

The WESTERN STAR MILL CO.
SALINA, KANSAS

LA GRANGE FLOURS . . .

whether plain or enriched, remain the same high standard, dependable flours that have characterized the products of La Grange Mills over the half century and more of their operation.

This quality pattern is not an accident but the result of painstaking care in wheat selection and careful milling.

You can depend on
LA GRANGE FLOURS

LA GRANGE
MILLS RED WING
MINNESOTA

THOUSANDS AT OPENING OF HARDIN'S BAKERIES

TUPELO, MISS.—Thousands inspected the up-to-the-minute facilities of Hardin's Bakeries here recently when the firm held its grand opening. Announcement of the event was carried in 12 daily and 22 weekly newspapers, with the coverage in the Tupelo Journal taking up eight pages.

The first afternoon of the event was set aside for merchants and their families, who were guided through the plant and entertained at a buffet supper and program. Phil Hardin, president of the firm and past president of the Southern Bakers Assn., Walter Smith, manager of the Tupelo plant, and George Maynard, Tupelo mayor, addressed the group.

Other periods were set aside for the public, Negroes and a group from the Mississippi Industrial College at Holly Springs.

Among those present at the event were Dr. and Mrs. J. F. Hardin, Tus-



AT GRAND OPENING—Phil Hardin, left, president of Hardin's Bakeries, and L. S. Hartzog, owner of Hart's Bakeries, Sikeston, Mo., posed for a picture during the grand opening of Hardin's in Tupelo, Miss. In the background are a few of the many flowers sent for the event by Mr. Hardin's business associates and friends.

caloosa, Ala.; Sara Jane Hardin Longshore, Meridian, Miss., daughter of the late Pat Hardin, who opened the first Tupelo plant in 1927; her mother, Mrs. Stockton Cook, Sheffield, Ala.; Mrs. W. A. Henderson, Tuscaloosa, sister of Phil Hardin, and Ralph North, first vice president of the firm.

The new plant is set back of a sunken garden at the junction of two national highways.

—BREAD IS THE STAFF OF LIFE—

PENNSYLVANIA BAKERS DISCUSS ARBA MEETING

PITTSBURGH — R. F. Dunkelberger, Conrad Bergman Bakery, Millvale, was chairman of the May dinner meeting of the Retail Master Bakers Association of Western Pennsylvania, held at Spruce's in Millvale. Peter Kish, Kish Bakery, Ernest G. Weber, Weber Bakery, and Joseph T. Smallhoover, Pillsbury Mills, Inc., were introduced as new members of the group by Conrad Schoerner, Schoemer Bakery, Beaver Falls, president.

Members discussed the recent convention of the Associated Retail Bakers of America in Pittsburgh, and Walter Handreck, Greb Bakery, Mount Oliver, expressed the view of many when he said that bakers must join a trade organization.

ARNOLD ...of... STERLING

Mills and Sells

"Thoro-Bread"

(Diastatically Balanced)

A very fine, strong, altogether uniform and dependable flour

ARNOLD MILLING CO.
STERLING, KANSAS

Queen Quality FLOUR

Low Protein
Mellow Type

TWO BAKERY-TESTED QUALITY FLOURS

WIDE TOLERANCE NEBRASKA FLOURS
MAKE HAPPIER PRODUCTION HOURS



NEBRASKA CONSOLIDATED MILLS COMPANY
OMAHA, NEB. Mills also at HASTINGS, GRAND ISLAND, FREMONT

HANDY WAY TO SUBSCRIBE

The American Baker

Circulation Dept., 118 S. 6th St., Minneapolis 2, Minn.

Please enter my AMERICAN BAKER subscription for

One year \$2 Two years \$3
 Bill me Bill my firm I am sending payment

Name

Address

City Zone..... State.....

Kindly Check
Type of
Business

BAKERIES & BAK- EXECUTIVE, MGR. BAKERY SUPPLIES
ERY OWNERS SUPERINTENDENT
 Wholesale Retail PRODUCTION OTHER

Confidence...

...BASED ON PAST
PERFORMANCE



CONFIDENCE IN . . .
MAXIMUM GLUTEN HYDRATION
BETTER MACHINING DOUGHS

WITH

Paniplus

THE PANIPLUS COMPANY • 742 BOARD OF TRADE • KANSAS CITY 6, MO.

Dorothy Glenn

(Continued from page 31)

print or mimeograph an order form for these goods? Circularize this order form among your customers. In addition, post a notice in your bakeshop. I have seen many bakeshops doing a small volume in party goods, but with no evidence of the service available. As a result, few of their shoppers knew of it.

You may wish to use a small ad in your paper to notify Mrs. Homemaker that you do prepare special party

goods . . . especially during this season of many parties. By watching graduation and bridal announcements, you can solicit party business by telephone or letter.

A window display featuring bridal party food is sure to stop the passer-by. Show your customers, as well as the potential customers, that you can prepare especially fine fancy goods. Why not use a display of puff shells, eclair shells or patty shells . . . with a sign telling of the many ways they may be used for special parties.

You will find other ways to publicize your service in party goods. You may want to offer a delivery

service on these goods . . . even though you must charge a nominal sum for this service. When it comes to huge party cakes, pass on the information you have about the best method of cutting this cake. This is so natural to you. But, how many homemakers know how to cut a huge cake properly to serve 50, 100 or 150 people? These little services yield good word-of-mouth publicity for you.

Quality Defined

But, let's go back to our first point about high quality. That is probably the most important one to consider. What does Mrs. Homemaker consider

when looking for high quality baked goods? We must recognize one influencing factor. Mrs. Homemaker knows how to make baked goods, knows the ingredients that go into home baked goods. Now, you'll say, "The average woman can't make as good a cake as we do." You may be right . . . in fact, you are right. But, you can never tell that to Mrs. Homemaker.

Your customers are looking for the peak of home-baked perfection both in quality of the goods and appearance of the goods. You must compete with an intangible something . . . a memory or a dream of this Mrs. Homemaker and the "out of this world" perfection of mother's baked goods . . . because you see, "Mother had the richest butter, cream and the finest, fresh eggs to work with, and she didn't stint."

The nearer you come to home-baked flavor, appearance, texture, the greater your volume and profit will be. A feathery light cake, moist (and retaining moistness for a reasonable time) and tender . . . with a buttery flavor in both cake and frosting . . . that's what Mrs. Homemaker wants. Then, she wants cookies that have "melt in your mouth" characteristics.

Improvement in Pies

Pies and tarts are the hardest for the bakeshop to produce in home style. But, I'm confident some improvement can be made, for I've seen it done. Let's get away from this thick, damage-proof crust, even though we must sell the pie in a tin and charge a deposit for it. Let's give her juicy fruit pies. Cream and custard just can't be gluey and gummy if we're to build volume.

When we get into special party goods such as shells, don't forget that Mrs. Homemaker can make them at home, too. If she's going to serve chicken a la king in puff shells for the bridal party she doesn't want outsize shells. If she wants to serve them stuffed with chicken salad for a tea party she wants tiny bite-size shells. If she's using eclair shells filled with ice cream for dessert, make them a bit smaller than you would normally. They will be much more attractive when served, and much more partylike.

If you specialize in sweet goods on your party menu make those sweet goods extra rich and buttery. You know your local preferences, but if it is for fruit filled coffee cakes, then, don't stint on that fruit. Give them something a little extra special and they'll be willing to pay a bit more. Mrs. Homemaker doesn't have parties every day, and she's determined to have all the foods superior . . . foods are her pride and joy.

Personalized Service

Party goods are profitable goods . . . we cannot repeat it too often. It needn't be anything but a pleasure and a profit with a bit of organization of this department. You may wish to assign just one of your sales force to handle special orders . . . that way personalize your service. You may wish to have her do a bit of telephone solicitation with order form in hand.

However you handle your party business, it can give added impetus to the sale of your regular goods. If you do a good job on special items, customers will come from far and wide. These satisfied customers will return to buy your regular goods. They have been convinced of the quality of your merchandise. That is why we have repeated—party goods are profitable goods.

Beautiful WHITE BREAD

made with
Wytase
REG. U. S. PAT. OFF.
 DOUGH WHITENER

WYTASE is the registered trade mark of the J. R. Short Milling Company to designate its natural enzyme preparation for whitening the dough.

Mr. and Mrs. America eat 25% of their food away from home, according to the National Restaurant Association. That's a plenty big market for bakers—and plenty bakers are reaching for it by using Wytase to make fine textured, white loaves. Wytase helps bakers get restaurant business.



J. R. SHORT MILLING COMPANY, 38th and South May Streets, Chicago 9, Illinois

Four separate milling units
at the same location

A

...to serve
bakers with

- 1 SPRING AND HARD WINTER WHEAT FLOURS
- 2 SOFT WHEAT FLOUR FOR CAKES, COOKIES, CRACKERS
- 3 RYE FLOURS
- 4 WHOLE WHEAT FLOURS



FROM the heart of the major producing areas, wheat flows to CHICAGO, the world's largest terminal market. Situated as we are, we can always choose the finest. Such selection allows us to offer a complete line of flours to suit all bakery needs.

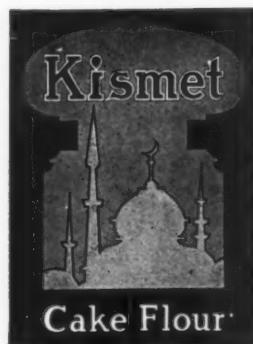
B. A. ECKHART MILLING CO.

CHICAGO, ILLINOIS

Sales representation in: BOSTON, NEW YORK, PHILADELPHIA, BALTIMORE, STAUNTON—VIRGINIA, ATLANTA—GA., AUGUSTA, GA., JACKSONVILLE—FLORIDA, GENEVA—NEW YORK, HARRISBURG—PA., PITTSBURGH, PA., DETROIT, CLEVELAND, COLUMBUS, FORT WAYNE—INDIANA, MILWAUKEE, CHICAGO, ST. LOUIS—MISSOURI, NASHVILLE, MOBILE—ALABAMA, NEW ORLEANS



FOR BAKERS



Standard of Quality

NOBLESVILLE MILLING COMPANY
INDIANAPOLIS 9, INDIANA

“CREMO”

Just the Cream of Hard Wheat

ALSO SEMOLINAS

CROOKSTON MILLING COMPANY
CROOKSTON, MINN.

“ROCK RIVER” RYE

“OLD TIMES” BUCKWHEAT

“BLODGETT’S” RYE

*All Grades—From Darkest Dark to the Whitest White
—Specially Milled by the Blodgett Family—Since 1848*

FRANK H. BLODGETT, Inc., Janesville, Wisconsin

NEBRASKA BAKERS HEAR DISCUSSION OF ICINGS

OMAHA—A varied program was presented to 55 members and guests of the Nebraska Bakery Production Club at a recent meeting here. Charles G. Ortman, Ortman Bakeries, Omaha, presided.

“Jungle Bread,” a film portraying primitive methods of breadmaking, was shown by Norman Lauchner, courtesy of Omar, Inc., Omaha. “Icings” was the subject of a paper presented by Kerwood Kelly, P. F. Petersen Baking Co., Omaha.

“Temperature Tells” was the name of a film shown by W. E. Langbehn, Omar, Inc., and E. M. Hughes, T. F. Naughtin Co., Omaha, furnished by courtesy of Omar, Inc.

Al Morris, head of the baking department at Vocational Training School, Boys Town, Neb., was present with two of his students. The June meeting of the club will be a closed session for the annual election. The club now consists of 40 bakery members and 18 allied members.

BREAD IS THE STAFF OF LIFE

YALE & TOWNE SALE

PHILADELPHIA—The sale of its industrial scale business to Detecto Scales, Inc., Brooklyn, was announced here recently by Elmer F. Twyman, vice president in charge of the Philadelphia division of Yale & Towne Mfg. Co. Effective June 1, 1951, the transaction will involve scale patents, equipment, parts and inventory, but none of the Yale trademarks, except “Kron.”

BREAD IS THE STAFF OF LIFE

JOINS DAY COMPANY

CINCINNATI—R. L. “Bob” Cody has rejoined the J. H. Day Co., Inc., Cincinnati, and is representing the firm exclusively in the southeastern territory, including the states of Florida, Georgia, Alabama, Mississippi, South Carolina and the western half of North Carolina, according to P. V. Connell, sales manager, bakery division, of the company.



E. A. Turner

NEW NAME—The corporate name of the Standard Stoker Co., Inc., and its Read Machinery Division has been changed to Read Standard Corp., according to a recent announcement by E. A. Turner, president. He said the change was in name only; that there has been no change in ownership, management or personnel. Mr. Turner said that the original Read Machinery Co. was founded in 1907 to manufacture bakery mixers.

Mennel

Quality, Uniformity,
Laboratory Control

HOSTESS SUPERCAKE

Special
Cake Flours

The Mennel Milling Co.

TOLEDO, OHIO - U.S.A.

Mennel

The J. C. Lysle Milling Co.

MILLERS OF

HARD AND SOFT WHEAT
FLOUR

SINCE 1874

Leavenworth, Kansas

Bowersock Mills & Power Co.

LAWRENCE, KANSAS

ZEPHYR FLOUR

AS FINE A BAKING FLOUR AS A
BAKE CAN BUY AT ANY PRICE
Established 1874

Chickasha Milling Co.

Capacity 1500 sacks CHICKASHA Cable Address OKLA. “Washita”

Manufacturers of High-Grade Hard Wheat Flour
Foreign and Domestic Trade Solicited
Member Millers’ National Federation

HIGH GLUTEN FLOURS For Bakers

The Morrison Milling Co.

Denton, Texas

Emphatically Independent

ACME RYE

A HIGH QUALITY

WISCONSIN RYE FLOUR

All Grades

FISHER-FALLGATTER MILLING CO.
WAUPACA, WISCONSIN

GLOBE BAKERS FLOUR

Globe Cereal Mills

El Paso, Texas

Drinkwater BAKERY FLOUR MORTEN MILLING CO.

Dallas, Texas

Rocky Mountain Bakers Urged to Take Part in Civic Affairs

DENVER — Bakery plant owners of this country must take a more active interest in affairs of state in order to combat the present trend toward a socialized form of government. That fact was stressed at the 25th annual convention of the Rocky Mountain Bakers Assn. held in the Albany Hotel here recently.

The convention opened May 6 with brunch. The session was in charge of L. J. Todhunter, L. J. Todhunter Co., Denver. Hugh R. Catherwood, department of the budget, city and county of Denver, appeared on behalf of Mayor Quigg Newton and welcomed the delegates to Denver.

"Goons, Goofs and Government" was the subject of an address by Charles Tunnell, publisher of the Southwestern Baker, Houston, Texas. Mr. Tunnell spoke of the present national administration and its leaning to the "left." He said the "goons in government" were recruited from racketeers and that class, while the "goofs" were the educated fools trying out all manner of schemes that tend to tear down our form of government and give us a rule something like the one the English people are suffering along with at the present time."

Harry Liggett, Industrial Laboratories, Denver, was chairman of the afternoon session. President Tim Campbell, Sally Ann Bread Co., Grand Junction, Colo., gave a brief report sketching the work done by the association since its last convention.

William Doty, California Rasin Advisory Board, was the first speaker, using as his subject "Where do We Go From Here." He told of the progress that has been made in the baking industry in the past 50 years with its advance from a hand shop to the present day automatic bakery operation. This has shortened hours of work, made possible paying of high wages and has greatly increased production and consumption of bakery products. Members of the industry must continue to progress and increase sale of their products, he said.

In the wholesale field, he advised producing a more solid loaf of bread, saying that bakers had gone far enough with their soft loaf. Twenty-five per cent of the people want a solid loaf and this opens a new field, he said, as the sale of soft bread would not be affected. He advised retailers to seek favorable locations where it will be the easiest for customers to reach, saying that people today are not in the habit of going out of their way for what they want to buy. He also advocated close attention to matters of government in order that our way of life may not be tampered with.

Searing East, American Bakers Association counsel, Chicago, reviewed government controls and pointed out how they affect the baking industry.

Frank Helmer, Wesson Oil & Snowdrift Sales Co., said bakers today are becoming cake conscious and realize they have to do something to increase sales in this department of their business. He advocated the pushing of the cheese cake and told of other cakes that are new and which will help a baker increase his sales. He had a number of cakes on display, which he baked in Denver and which formed a

pleasing display in front of the speakers' platform.

Joe Vavra, Mrs. Tuckers Foods, demonstrated "New Techniques in Cake Decorating," offering new ideas along this line, giving those present many new ideas they can put into use in their own bake shops.

Arthur Vos Jr., Macklem Bread Co., Denver, was chairman of the morning session May 7. Secretary

Ted Kunde, Western Bakers Supply Co., Denver, read the minutes of the preceding convention. Fred Linsenmaier, Linsenmaier's Bakery Service, and treasurer gave his report which showed the organization to be in a very sound financial status.

Directors were elected as follows:

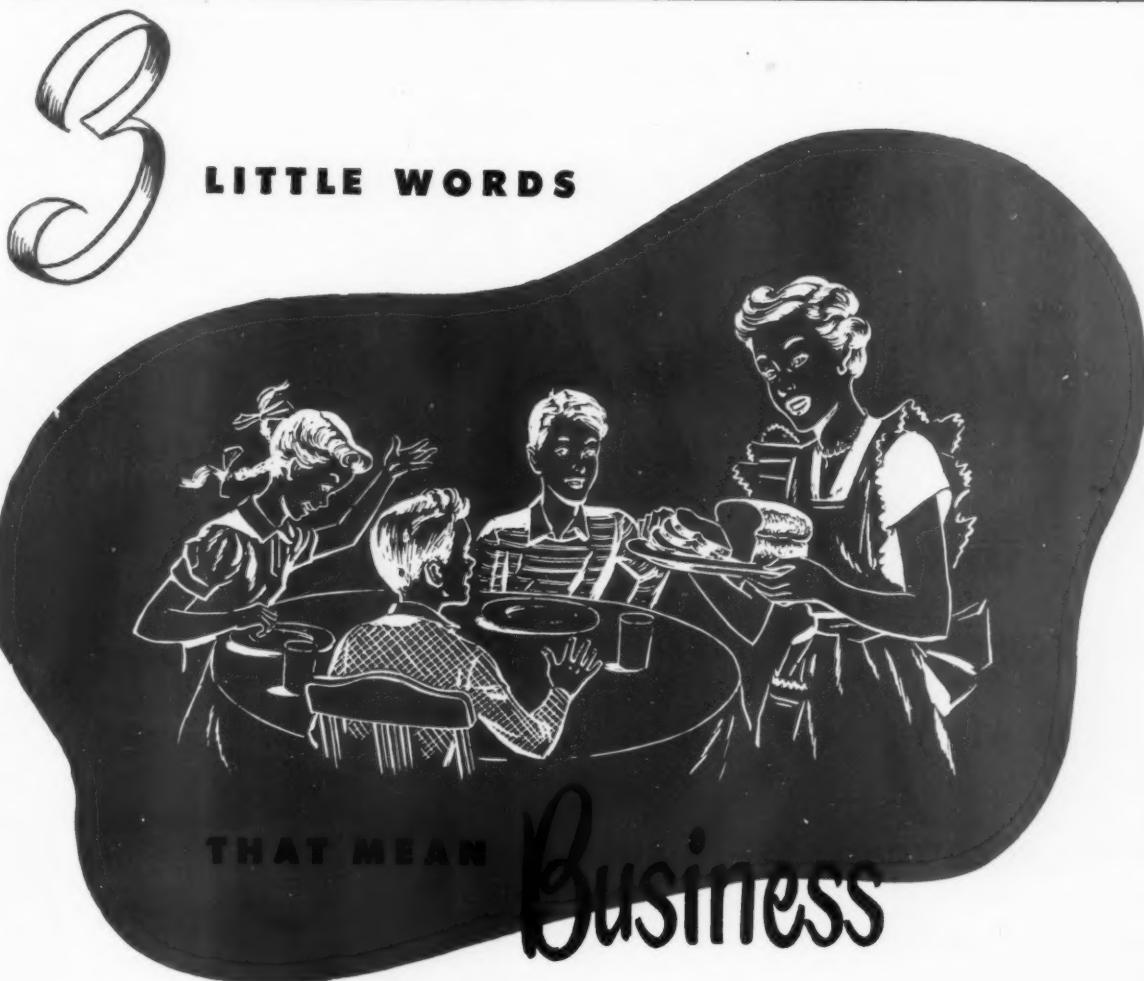
Eddie Gonzales, Miller's Super Markets, Denver; William J. Bender, Bender's Bakery, Denver; James Holmes, Jr., Western Bakers Supply Co., Denver; Gene Sneesby, Wigwam Bakery, Casper, Wyo.; C. J. Downing, Old Homestead Bread Co., Denver; J. R. Jacobson, Kilpatrick Baking Co., Denver; Fritz Micklich, Dutch Maid Bakery, Scotts Bluff,

Neb.; Rush Harris, Colorado Milling & Elevator Co., Denver; Stanley Self, Standard Brands, Inc., Denver, and Albert Cesario, Cesario's Bakery, Trinidad, Colo.

Governors at large: Carl Eberhart, Home Bakery, Laramie, Wyo.; Glenn Swain, Old Homestead Bread Co., Denver; Robert Panneton, Red Star Yeast & Products Co., Denver; James Holmes, Western Bakers Supply Co., Denver; Jack Todhunter, L. J. Todhunter Co., Denver; Harold Hurd, Mrs. Hurd's Bakery, Denver; Al Phillips, Phillips Bakery, La Junta, Colo., and E. F. Pettus, Rawlins, Wyo.

The hold-over directors are:

(Continued on page 64)



"Pass the bread". These are words that sum up the baking industry's success with its major consumer, *the family around the table*. As soon as a meal is under way every person at the table can see what there is to choose from and the competition between foods is keen. The number of times "Pass the bread" is heard tells the story for the baker.

The baker who uses 6% or more nonfat dry milk solids in his formula has a double advantage. By repeated tests, it has been proved that, whether they know it or not, people eat more bread when each pound contains the nonfat milk solids of seven ounces of milk. So, the baker who uses milk solids not only gets new customers easily because of the high quality imparted to his loaf, but also sells more bread to each customer.

Increased consumption through appetite appeal is only one of half dozen characteristics improved by use of milk solids. These include prolonged palatability, appearance, aroma when toasted and, most important of all, nutrition. A host of facts in support of these statements is contained in "Sales Slants for the Baker".

Ask your dry milk supplier for a copy of "Sales Slants" which contains reports of tests proving increased consumption and many sales building data. If you want to advertise to the public that you use 6% nonfat milk solids and tie in with the Institute's ads in national magazines ask him also for Bulletin 190.

MILK SOLIDS



AMERICAN DRY MILK INSTITUTE, Inc., 221 N. La Salle Street, Chicago 1, Illinois

Doughnut Promotion

(Continued from page 27)

mately \$100—tickets for the drawing are passed out at the show site, and are available at stores along the parade route and elsewhere in the cities prior to the party.

Downtown merchants cooperate, using advertising space and time to promote the show.

Following the organizational luncheon, Mr. Andersen holds sales meet-

ings with the bakery route men, emphasizing their value to their company and the industry by such phrases as "you have your own business the minute your truck leaves the loading dock." Business building hints are scattered throughout the talk, and the route man is told that the baker is just the man behind the salesman.

Bakery promotional men and the sales managers then distribute counter aprons and flyers promoting the new doughnut package and the coming party, with Bobby Benson as its star. The young actor has terrific drawing power, particularly among

the young consumers, Mr. Andersen points out, as evidenced by his election over Jimmy Durante and Marie Wilson as president of the National Doughnut Dunking Assn.

The festival itself is preceded by a special rally for all scouts, who were enlisted to help promote the show. Here the scouts meet Bobby Benson personally and see a preview of the festival. At the conclusion of the party, the scouts are asked to be sure all their friends attend the community dunking party the following day. At the La Crosse show, Bobby sped to the show after arriv-

"FOOD OF THE WORLD" MOVIE AVAILABLE FOR REVIEW



The 20-minute color movie, "Food of the World," now is available from the Bakers of America Program, without charge, for review or showing at meetings. If after the film is reviewed bakers wish to purchase a print, it can be done for \$150. Hundreds of thousands of persons have seen the film during the 18 months it has been in circulation, Bakers of America Program reports. The movie shows the types of bread eaten throughout the world and explains the making of bread.

ing in Minneapolis on a Northwest Airlines plane christened "The Bobby Benson Stratocruiser."

The main festival features Bobby and Tex Fletcher with songs and patter, Uncle Ken of the weekly kiddies' show now in its 25th year of sponsorship by Erickson's Bakery, the Erickson "Sunbeam Drum and Bugle Corps," all decked out with new uniforms and instruments, and Stan, Stan the Doughnut Man, with audience participation games involving doughnuts and dunking.

In concluding the show, Mr. Andersen gives credit to all concerned in the festival, subtly emphasizing bakery products. All shows are recorded on tape for broadcast the following day, enabling the promotion to reach many times the potential customers actually represented at the rallies and parties.

Among the follow-up activities in Minnesota staged by Mr. Andersen and Bobby Benson were tours through orphanages, corrective homes and hospitals. A giant scout rally was held with the cooperation of the area council of the Boy Scouts of America, when a special evening show was given during an overnight scout camp in Whitewater State Park, southern Minnesota. Over 3,000 scouts were present.

BREAD IS THE STAFF OF LIFE

ARTHUR E. FEST TAKES NEW GENERAL FOODS POST

NEW YORK—Arthur E. Fest has been appointed New York representative of the bulk and confectionery divisions of the Walter Baker chocolate and cocoa division of General Foods. The announcement was made by H. O. Frye, general manager. Mr. Fest succeeds the late Herbert Thiele, who died March 29.

The territory under Mr. Fest's supervision will include metropolitan New York, Long Island, Westchester County and the northern half of New Jersey. Mr. Fest joined Walter Baker in 1938 and since then has served as sales manager of the confectionery products division and as a vice president and general sales manager. Before associating with Walter Baker, he had 25 years' experience in the confectionery industry, both in sales and manufacturing.

His office will continue to handle sales of bulk flour products of the Igleheart Bros. division of General Foods. The territory will be served from the present offices at 601 W. 26th St., New York.

BREAD IS THE STAFF OF LIFE

BUSINESS BOOSTER

A tie-in with National Newspaper Carriers Day by Wedeking's Bakery, Oceanside, Cal., boomed business, when the firm, in cooperation with the local newspaper, staged a pie eating contest for the newsboys.

COTTON BAGS MAKE THIS

Triple Play Every Day!

SAVINGS

● TO MILLS

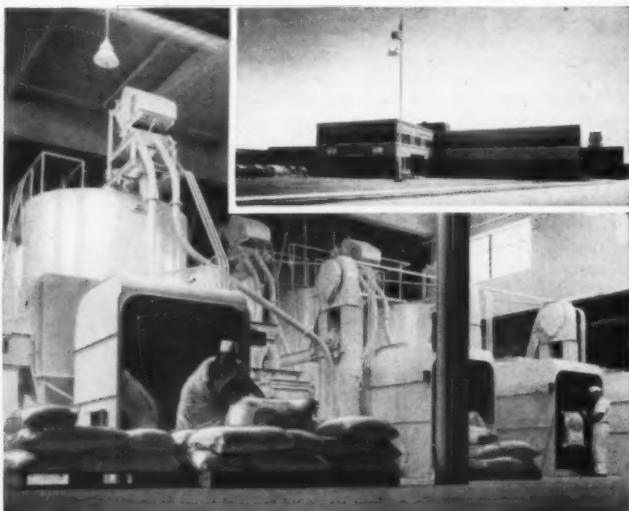
ECONOMY

● TO BAKERIES

GOOD WILL

● TO HOUSEWIVES

FLOUR IN COTTON BAGS—IN ANOTHER OF AMERICA'S MOST MODERN BAKERIES



Courtesy of Helms' Bakeries, Montebello, Calif.

TEXTILE BAG MANUFACTURERS ASSOCIATION
611 Davis Street

Evanston, Illinois

GOVERNMENT SANITATION AUTHORITIES SPEAK ON BENEFITS OF COTTON BAGS

"...We welcome all developments which make a contribution to a cleaner food and drug supply for the American public."

-WASHINGTON, D. C.

"I am sure that if the bakers of this country will follow your suggestions, they will not find the use of new cotton bags an expensive item."

-ST. PAUL, MINN.

"...one of the country's newest and most sanitary bakeries receiving flour in sanitary new cotton sheeting bags."

-NORTH DAKOTA

"Your interest in the featuring of one-trip (cotton) bags for the use of bakers is to be commended."

-MASSACHUSETTS

"I think that your poster, 'Best Ways to Store and Handle Flour, (with cotton bags) should reach all the Vermont Bakeries."

-VERMONT

Write for New Methods on how Cotton Bags can be packed most Economically

QUALITY-PACKED

FROM

GENERATION

TO

GENERATION

HUBBARD MILLING CO.
*other distinguished members
 of the regular HUBBARD Line*

- SPRING MAIDE
- SUPERLATIVE
- OTSEGO



FROM

1878 . . . UNTIL NOW!



HUBBARD MILLING CO.
 MANKATO, MINNESOTA

Rocky Mountain Bakers

(Continued from page 61)

Arthur Vos, Jr., Macklem Bread Co., Denver; R. S. McIlvaine, Rainbow Bread Co., Denver; Tim Campbell, Sally Ann Bread Co., Grand Junction, Colo.; O. W. Newcomb, Newcomb's Bakery, Denver; Joe May, Farmington Bakery, Farmington, N.M.; Fred Voss, Voss Bros. Bakeries, Denver; Fred Linsenmaier, Linsenmaier's Bakery Service, Den-

ver; Charles Love, Rhodes Ranch Egg Co., Denver; Harry Liggett, Industrial Laboratories, Denver; Clarence Baughmann, Robin Hood Bake Shoppe, Denver, and Bob Ferril, Anheuser-Busch Co., Denver.

Later the board of directors met and elected the following officers for the ensuing year:

C. J. Downing, Old Homestead Bread Co., Denver, president; J. R. Jacobson, Kilpatrick Baking Co., Denver, first vice president; Gene Sneesby, Wigwam Bakery, Casper, Wyo., second vice president; Fred Linsenmaier, Linsenmaier's Bakery Service,

Denver, treasurer, and T. W. Kunde, Western Bakers Supply Co., secretary.

Walter Warrick, J. R. Short Milling Co., Chicago, Ill., was the speaker at the morning session May 9. He declared bakers today are spending too much time and too much money in telling the people their products are the best—better than their competitors.

"That doesn't mean a thing and won't increase the sale of bakery goods," he said. "What is needed is for bakers to tell people about their products in the light of satisfying

How to Make More Money with Donuts

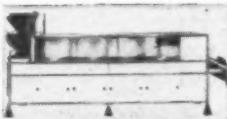
Market 65% Untapped. Many keen bakers have realized the big opportunity in a donut market that is still 65% untapped. Taking advantage of DCA's complete service, they have boosted their route averages as much as \$150—\$175 per week. Here are the 5 important points of DCA's donut "Profit Insurance" that helped these bakers get such big sales increases.



1. Mixes: fully prepared mixes developed in the largest mix research laboratories in the world, guarantee the right donut for your market.

The right combination of flavor, appearance, eating and keeping qualities, crust color, volume, texture, and fat absorption makes top consumer acceptance sure.

2. Equipment: a full line of top efficiency equipment to meet all requirements...keep labor costs low...produce perfect, uniform donuts.



3. Packaging: distinctive packaging of every type, size. Gives your products eye-appeal...keeps donuts fresher, longer.



4. Merchandising: the most complete service in the bakery field. Helps you put over DCA's workable "Freshness Control" selling plan. Provides expert market analysis...sampling service...point-of-sale display material...and consumer advertising to help you sell more donuts.

5. Product & Equipment Service: a trained staff of field men are always at your call to help solve any production and equipment problems...keep your production rolling smoothly.

DCA's 5-Point Donut Profit Insurance can help you boost donut sales. We welcome the opportunity to show you DCA's complete, comprehensive service will easily fit into your present operation...bring you sound extra profits.

Insure Your Profits in Cake Donut Sales



... with the complete DCA service!

You'll make *more* money — selling more cake donuts when you work with donut experts. For thirty years DCA has specialized in the production and merchandising of donuts. Let this expert service go to work for you.

Let DCA experts show you DCA's "Freshness Control" plan. A plan designed to give your customers the finest donuts in your market...boost your donut sales.

Yes... DCA's COMPLETE service and Freshness Control plan means "Profit Insurance" for your cake donut business. Write today for full particulars.



DOUGHNUT CORPORATION OF AMERICA • 393 Seventh Ave., N.Y. 1, N.Y.



Russell D. L. Wirth

RED STAR EXPANSION—Plans for a new \$1,500,000 yeast producing plant in New Orleans were recently announced by the Red Star Yeast & Products Co. Russell D. L. Wirth, president, said the plant is being constructed "to meet the continually increased demands of the baking industry and the armed forces." The new unit will consist of a main building, three stories high, two one-story buildings and a 292-ft. wharf. The project is expected to be finished by mid-1952, according to Mr. Wirth.

hunger. A customer entering a bakery knows little more than what he sees about the goods displayed. The baker must tell all the things he sees in his product. Bakers are too prone to think the general public knows his products as he knows them—they don't and must be told. That kind of advertising of bakery products will increase sales."

The luncheon meeting had for its chairman Roger Knight, Jr., Campbell-Sell Baking Co., Denver. "A New World Is Being Born" was the topic of an address by the Rev. Arthur L. Miller of the Mt. View Presbyterian Church, Denver. He pointed out present day trends in government and warned that unless businessmen do something about it they will find government controlling their businesses more and more as time goes on. He advocated retaining the free enterprise system.

The final session was in charge of Gene Sneesby, Wigwam Bakery, Casper, Wyo. William Walmsley, American Institute of Baking, Chicago, told of the work being done by the institute, using lantern slides to illustrate his talk.

The Marshall-Field & Co. sales training film, "By Jupiter" was shown, which was followed by the showing of the Anheuser-Busch film, "Ken Murray Show."

Prior to the opening of the convention, a large cake, six feet tall and weighing approximately 1,000 lb., was placed in one of the display windows of the W. T. Grant store in downtown Denver. The cake was decorated in view of thousands of passers-by by volunteer decorators from retail and wholesale bakeries of Denver, with Joe Vavra, Mrs. Tuckers Foods, in charge. The cake remained on display until the convention's end, when it was given to the disabled veterans at Fitzsimons hospital. The convention ended with the annual dinner-dance and entertainment held at the Lakewood Country Club.



The case of the fiery facet



Same jewel? Skilled cutting can impart fire and brilliance to less valuable stones, makes them resemble diamonds. Close enough match to fool you, perhaps, but to an expert a diamond is always a diamond (right).



PROTEIN CONTENT is accurately measured by chemical analysis for every run of flour.



Same flour! You'll never be fooled on flour if you switch to Atkinson. Because these flours *are* alike, from lot to lot and order to order. Long runs insure accurate milling. Extra tests all along the line guarantee uniformity. And for a plus, all Atkinson flour comes to you fully aged, ready to use—because IT'S BIN-AGED*.

ATKINSON MILLING CO.
MINNEAPOLIS, MINNESOTA



REG. U. S. PAT. OFF.



In Convention Assembled . . .

The baking industry and those trades allied with it are now catching their collective breath after one of the busiest spring convention seasons ever. As we sit back to rest, let's take an analytical look at the over-all convention picture in the industry.

Much good comes from good conventions, as we have said here before. Conventions, it is true, do not make dollar profits for every man who attends them, but they do create a background of good-will which is of inestimable value, not alone to the individual who shares in it, but to the industry of which he is a member. Every man has a fair choice between intensely selfish striving for his own profit or being a part of the community of his craft, going along with the others in friendly rivalry, with both profit and satisfaction in good work as the common aim of all.

A well-planned, well-attended and well-carried-out industry convention is a tremendous force in building and maintaining a good business climate within an industry.

There has always been concern expressed, however, that the convention idea was being "over-done" in the baking industry. The convention season now drawing to a close was not an exception. The concern is that of baker and allied tradesmen alike. It is particularly a problem for the allied trades firm, however, because of the increasingly heavy financial burden it places on its sales organization, thus adding to the cost of doing business and, in the end adding to the cost that the baker must pay for ingredients, supplies and services. The question, of course, is where to draw the line.

Support the associations? Of course. Participate in a well-planned convention? Certainly. But the allied firms are questioning the expenditure of seemingly increasing amounts of money at conventions, meetings and exhibitions which, in their experienced opinion, are not adding sufficient value to the industry climate to justify the drain of time and money.

This is not an allied trades problem alone. It is of vital importance to every baker and particularly to those leading bakers who are active in the affairs of the industry's many fine associations.

There is no simple answer to the problem that would fit every area

and every association. But one point is clear: For the benefit of all in the industry, every association must strive to fit its activities into a well-planned, legitimate program.

In some areas, progress has been made with consolidations of smaller conventions into regional ones. These moves have meant fewer conventions in the states affected, but better ones—better in program and better in attendance. And they have meant a reduction in cost to both bakers and allied trades firms.

Godde Makes the Headlines

A special edition of the Pittsburgh Sun-Telegraph was distributed at the recent convention of the Associated Retail Bakers of America. Banner headlines on the front page announced the election of Bern Godde as ARBA president and several stories and pictures told of the retailers' meeting in Pittsburgh. The papers sold for \$1 a copy, with the proceeds going to a "wheat-for-India" fund.

More Work, Less "Entertainment"

Speaking of bakers' meetings, it is interesting to pass along a request made in a recent bulletin of the Virginia Bakers Council by that group's executive secretary, Harold Wilder. With the announcement of a coming meeting, he commented as follows:

"This whole program is designed as

a WORK SESSION. It is assumed that the people attending this clinic will be there to learn. Therefore, we hope that if any entertaining is done, it will be done during the dinner intermission, and preferably in the form of a combined SOCIAL HOUR, in the meeting room, beginning at 6 p.m. . . . In other words, we are trying to suggest—and we might as well do it bluntly—that the best interests of all concerned will be served if regular 'convention entertaining' is kept at a minimum."

More Newspaper Publicity

More metropolitan newspaper publicity for the baking industry was featured last month in the May 17 issue of the Chicago Daily Tribune. The new building of the American Institute of Baking was the subject, with emphasis on the AIB School of Baking. Almost a column of type and a half page of pictures told the story of students learning "the why" of baking.

Signs of Our Political Times

Convention speakers try to choose topics of current interest when they appear at baking industry conventions and this year was no exception. Perhaps the current state of the nation's politics was the inspiration for these two addresses:

At the Rocky Mountain Bakers Assn. convention in Denver, Charlie

Tunnell spoke on "Goons, Goofs and Government."

At the Southwest Bakers Assn. meeting in El Paso, Dave Livingston talked on "Dollars, Donuts and Dunderheads."

SBA Notes

(Continued from page 24)

These presentations were made at the annual banquet May 8.

Winners of the golf tournament held during the convention were:

Low gross: Baker, Gordon Smith, Jr., Smith's Bakery, Mobile, Ala.; allied, Fred Morgan, Rodney Milling Co., Atlanta.

Low net: Baker, Neal Farrar, Bell Bakeries, Inc., St. Petersburg; allied, William B. Broach, Sutherland Paper Co., Jacksonville.

Closest to pin: Baker, S. Fred Brown, H. H. Claussen's Sons, Inc., Augusta, Ga.; allied, W. P. Nachbaur, Brolite Co., Atlanta.

Most pars: Baker, Roy Peters, Butter Krust Bakeries, Inc., Lakeland, Fla.; allied, H. J. Slocum, Standard Brands, Inc., Birmingham, Ala.

First blind bogey: Baker, James Hightower, Durham Baking Co., Durham, N.C.; allied, W. E. Lingren, The American Baker, Minneapolis.

Second blind bogey: Baker, F. Bernard Evers, American Bread Co., Nashville; allied, James W. Taylor, Standard Brands, Inc., Birmingham, Ala.

Winners of the fishing contest during the convention were:

No. 1—Howard Ellison, Modern Bakery Co., Harlan, Ky., who landed a 7 ft. 10 in. 55 lb. sailfish.

No. 2—J. Harold Bredwell, Lockwood Mfg. Co., Cincinnati, who landed a 30½ lb. kingfish.

Tie for No. 3—Mike Harding, Bowman Dairy Co., Atlanta, and Raymond B. Streb, Royal Baking Co., Raleigh, N.C., both of whom landed 22-lb. dolphins.

No. 5—Mrs. A. Jeff Davis, Atlanta, who landed a 30-lb amberjack.

No. 6—A. Jeff Davis, American Maize Products Co., Atlanta, who landed a 24-lb. barracuda.

R. L. Cody, J. H. Day Co., Atlanta, also caught a sailfish during the convention but chose to release it. He was presented with a certificate and an engraved lighter by the Palm Beach Sailfish Conservation Club.

Dr. Doak S. Campbell, president of Florida State University, appearing on the morning business session May 7, pointed out that a "pun is the lowest form of humor but the only level to which a college president ever rises." He then offered his own version of an appropriate pun concerning the bakers' convention. Starting in from the airport through West Palm Beach, he said, the thought occurred to him that Palm Beach proper should be renamed "Yeast Palm Beach" during the bakers convention there.

Earle Colby, retiring president of the Southern Bakers Assn., called **Dr. J. Frank Dame**, Florida State University, "a real smoothie," when he introduced the educator at the business session, May 8. "His infectious good nature," Mr. Colby said, "is almost like virus flu. You can't get away from it."

B. R. Fuller, Bell Bakeries, Inc.,



SOUTHWEST BAKERS—Jack Inman, Rainbo Baking Co., El Paso; Jack Howard, Rainbo Baking Co., Albuquerque, and E. T. Gilkerson, General Mills, Inc., Albuquerque, are shown at the registration desk at the recent Southwest Bakers Assn. convention in El Paso.

Daytona Beach, Fla., served as chairman of the resolutions committee. Resolutions adopted by the convention expressed the association's thanks to those individuals and organizations who had a part in planning the 27th annual meeting of the SBA. Particular mention was given to Howard N. Markley, Rogers Bakeries, Inc., West Palm Beach, Fla., who served as general chairman of the convention; to the cast of "Carolina Showboat"; to the Humko Co., for the use of its yacht for pleasure cruises during the convention; to International Milling Co. for furnishing the banquet speaker and to the baking industry trade press. The association's sympathy was extended to the family of Charles E. Miller, SBA member who died during the year since the 1950 convention.

—BREAD IS THE STAFF OF LIFE—

C. H. WEBSTER APPOINTED PATTERSON EXECUTIVE

KANSAS CITY—Claude H. Webster has been appointed executive vice president of the C. J. Patterson Co., Kansas City.

A native of Memphis, Mr. Webster was formerly manager of the western division of the Kroger Grocery & Baking Co. with headquarters in Chicago. Mr. Webster has moved to Kansas

—BREAD IS THE STAFF OF LIFE—

ELECTED PRESIDENT

CAMBRIDGE, MASS.—John M. Bierer has been elected president of the Boston Woven Hose & Belting Co. He became associated with the

The Choice of the Finest Hard Wheats
The only mill in this great terminal market, Universal consistently offers:
BETTER SPRING WHEAT AND DURUM FLOORS

DULUTH UNIVERSAL MILLING CO.
Duluth, Minnesota



Claude H. Webster

City and will be located in the Patterson company main offices here.

The Patterson firm operates eight bakeries in the South and Southwest and provides an advisory and technical service for other bakery firms. The company also has extensive laboratory facilities in Kansas City for research work and development of new products.

—BREAD IS THE STAFF OF LIFE—

SHELLMAR SETS RECORD

MOUNT VERNON, OHIO—Net sales and net earnings of Shellmar Products Corp. in 1950 set new all-time high records, according to B. W. Martin, president. Net sales for the year were \$34,039,990, an increase of 21.4% over the corporation's sales in 1949.

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Highest prices paid for FLOUR, FEED, CONFECTIONERY or BAKERY PRODUCTS that are damaged, condemned, salvaged or on inventory sale—any quantity.

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"Whitewater Flour"
Ground Where the
Best Wheat Is Grown
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DOUGLAS Helps Mill Operators STOP INFESTATION and HIGH FRAGMENT COUNT!



W. F. DANIELS
Mill Superintendent,
Graham Mill and Elevator Co.
Graham, Texas

Mr. Daniels Says—"Today with the penalties resulting from insect infestation, it's almost mandatory for every mill operator... to attack these profit robbers... Tetraspot and Special Mill Spray have aided us materially... We plan on continuing to use both products and can heartily recommend them to other millers."

NOW... AT LOW COST... YOU TOO, CAN RID YOUR PLANT OF ALL INSECTS... with Douglas



and **SPECIAL MILL SPRAY**

Protect your profits! Stop insect infestation and high fragment count with these proved Douglas products—Tetraspot, the new, fire-proof spot fumigant that helps control insects in your flour and feed mills, bakery or food

processing plant... and Douglas Special Mill Spray, the time-tested, safe contact insect killer. You'll find they're longer lasting, harmless to foodstuffs, leave no taste, odor or stain. Try them in your plant!

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620 E. 16th Ave., North Kansas City 16, Mo.
 Send me booklet: "How to Handle Grains for More Profits."
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as We Are of Ours, for**

**"Bread is the
Staff of Life"**



GIBRALTAR
Flour

KANSAS BEST
Flour

The Consolidated Flour Mills Co.
"In the Heart of Kansas"
Wichita, Kansas

May We Serve You?

E. P. MITCHELL COMPANY

SERVING MILLING AND BAKING INDUSTRIES

DWIGHT BUILDING, KANSAS CITY, MO.



Crusts & Crumbs

FROM THE EDITORIAL SLICER

By Carroll K. Michener

Glossary of Gobbledygook

A Program—Any assignment that can't be completed by one telephone call.

To Expedite—To confound confusion with commotion.

Channels—The trail left by inter-office memos.

Coordinator—The guy who has a desk between two expeditors.

Consultant (or expert)—Any ordinary guy more than 50 miles from home.

To activate—To make carbons and add more names to the memo.

To implement a program—Hire more people and expand the office.

Under consideration—Never heard of it.

Under active consideration—We're looking in the files for it.

A meeting—A mass mulling by master-minds.

A conference—A place where conversation is substituted for the dreariness of labor and the loneliness of thought.

To negotiate—To seek a meeting of minds without a knocking together of heads.

Re-orientation—Getting used to working again.

Reliable source—The guy you just met.

Informed source—The guy who told the guy you just met.

Unimpeachable source—The guy who started the rumor originally.

A clarification—To fill in the background with so many details that the foreground goes underground.

We are making a survey—We need more time to think of an answer.

Note and initial—Let's spread the responsibility for this.

See me, or let's discuss—Come down to my office, I'm lonesome.

Let's get together on this—I'm assuming you're as confused as I am.

Give us the benefit of your present thinking—We'll listen to what you have to say as long as it doesn't interfere with what we've already decided to do.

Will advise you in due course—If we figure it out, we'll let you know.

To give someone the picture—A long, confused and inaccurate statement to a newcomer.

Spearhead the issue—You be the goat.

Point up the issue—To expand one page to fifteen pages.

The issue is closed—I'm tired of the whole affair.

• • •

CHATS ABOUT BREAD—National radio stations in Australia feature bread in frequent broadcasts, and there is no flavor of crackpotism in the manner in which facts are presented. The scripts are chatty and entertaining and serve a major purpose in assuring the public that bread still is, as it always has been, the Staff of Life. These paragraphs are from one such broadcast:

"Whatever variations there may be in fashion and habit throughout life—and for that matter throughout the life of man these last 15,000 years or

so—the universal necessity is, and always has been, 'Our daily bread.'

"There are many things that we could easily do without; a starving man would readily trade all the equipment of modern civilization for a piece of bread. Certainly we have been told that we do not live by bread alone; but no one has suggested that we can live without it."

"A loaf of bread, the walrus said, Is what we chiefly need."

"Although many of our eating habits have changed since these words were written nearly 200 years ago, they still accurately describe our regard for bread."

"Nowadays, of course, in spite of the constantly improving quality of our bread, we deck it with spreads and flavors to please our taste. A. A. Milne has described it in his tale of 'The King's Breakfast' when His Majesty declares to the Queen: 'Nobody, my darling, could call me a fussy man, but I do like a little butter to my bread!'

"Bread and butter signify our need to work to keep body and soul together. The story of these commodities is the story of mankind, and possibly nothing has had a longer or more significant influence throughout our civil and religious history."

Monsanto Magazine, the *de luxe* public relations journal of Monsanto Chemical Co., gives the grand accolade to baker's bread in an article deftly captioned: "The Better Staff." Basically, this is a story of enrichment but not entirely that. "Bread" runs a copy theme of the article, "is better for you, fresher and more appetizing, these days—thanks to never-ending effort on the part of the baking industry." How Monsanto serves the baking industry is thus outlined:

From the phosphate division, sodium acid pyrophosphate, monocalcium phosphate, tricalcium phosphate, detergents; from the organic division, ethyl vanillin, coumarin Monsanto, methyl salicylate; from the pastics division, vuepac.

• • •

If net profits of corporations were eliminated, an article which the average corporation sells for \$1 would still cost more than 95¢. And who would invest money in such a corporation? How could it stay in business?—*Chamber of Commerce of the U.S.*

BREAD IS THE STAFF OF LIFE

Citizens of Paris Enjoy Cakes from Bakers of America

CHICAGO—Cakes from the bakers of America highlighted a special banquet recently in Paris, France, celebrating the famed city's 2,000th anniversary.

Two thousand of the city's eldest and neediest inhabitants were feted at the party, which began with an elaborate menu cooked by the first chefs of France, and ended with 250 waiters carrying the American bakers' birthday present—250 candle-lit cakes—into the darkened banquet hall.

Fifty of the cakes were supplied by Helms Bakeries, Inc., Los Angeles, and 100 each by Burny Bros. Bakeries, Chicago, and the Cushman Baking Co., New York City. The cakes were flown via United Airlines from Los Angeles and Chicago to New York City, where Air France

flew the precious cargo to its destination.

Representatives from the French Consulate office of each of the cities and from each of the baking companies attended ceremonies at the three airports prior to the shipment of the cakes.

All the popular American cake recipes were included in the shipment. Among the cakes were white, yellow, and devils food, with coconut, pineapple, butterscotch, chocolate, and other icings.

The food for the remainder of the meal was donated by various Paris markets. In addition to the dinner, those attending received gift certificates with which to purchase clothing, donated by French garment makers.

BREAD IS THE STAFF OF LIFE

TWO NEW BULLETINS RELEASED BY ARBA

CHICAGO—The Associated Retail Bakers of America recently issued two bulletins. No. RM-191 is a treatise on the production, merchandising and costs of "fresh baked" lemon dream cake, with a variation as lemon dream torte. Bulletin RM-190 explains how to set up and maintain properly fixed assets and depreciation records.

The formula and working method for the lemon cake were presented by one of the members of the ARBA research committee, was tested in the ARBA research bakery and was taste-tested by a group of "critical average American shoppers," according to ARBA.

BREAD IS THE STAFF OF LIFE

MODERNIZATION COMPLETED

STEVENS POINT, WIS.—The Bake Rite Bakery is completing conversion to a completely automatic production plant with the installation of a new automatic oven which will double the present capacity of the plant, according to C. A. Loomans, president of the bakery. The modernization-conversion project, started last June, will cost an estimated \$100,000, and make the local plant one of the most modern in Wisconsin. The initial step in the program was installation of an automatic roll machine. Last December an automatic raised doughnut machine was installed, and at present the 4,000 loaves of bread per hour oven is being completed.



BACHELOR PARTY—Emil Fink, president of the Fink Baking Corp., New York, was guest of honor at a bachelor party arranged by friends previous to his marriage on April 13. Pictured at the dinner, from left to right, are: A. Soman; Henry Schuldenre, Water Service Laboratory; Daniel Appel, Freid & Appel, Inc.; Morton Wholgemuth, Ernst & Co.; William D. Bleier; Mr. Fink; Myron Sulzberger; John A. Repetti, King Midas Flour Mills; Samuel R. Strisik, S. R. Strisik Co.; Herbert Livingston, son-in-law of Mr. Fink; Richard Fink, Fink Baking Corp.; Joseph Zwecker, Fink Baking Corp.; Irving Dorfman, Grant City Container Co., and George R. Flach, Standard Milling Co. Mr. Fink and his bride, Rose Kleinman, are on a West Coast wedding trip.

Biscuit and Cracker Makers Cite Need for Industry Unity

CHICAGO—Realization of the need for unity in the industry and interest in problems currently facing business was evidenced by the high attendance recorded at the 48th annual joint meeting of the Biscuit & Cracker Manufacturers Association of America and the Independent Biscuit Manufacturers' Co., Inc. The meeting, held at the Drake Hotel here May 13-16, marked the 50th anniversary of the Biscuit & Cracker Manufacturers Association of America.

Ralph D. Ward, president of Drake Bakeries, Inc., New York, and chairman of the national affairs committee of the American Bakers Assn., a featured speaker on the program, stressed the need of unity in the industry and recommended that the biscuit manufacturers consider the value of a broad tie-in with ABA.

He suggested a closer tie with ABA and a reexamination of the long range aims of both organizations through appointed committees. "Let us see if and when and how further steps of mutual interest might be taken. Frankly, there does not seem to be the need of some existing duplication of effort and expense in the industry not only with your group but with other segments as well. We had better be getting together—not only we—but other industries like ourselves," he declared.

Again stressing the need of unity, Mr. Ward stated that "I think all of us must see the importance of keeping bound together under government regulations for our mutual protection. Splinter groups will not only dilute our interest but also our claiming powers for every possible benefit under government controls." He added that "we have a strong position that we ourselves must not upset."

The necessity of planning ahead was also emphasized by John G. Griffin of Geo. E. Keiser & Co., Inc., president of the National Sugar Brokers Assn., in an address outlining the sugar supply situation.

Another interesting address that held the attention of the large attendance was presented by William Wachtel, president of Calvert Distillers Corp. The title of the address was "Sound Policy in Merchandising and Public Relations."

An address by Robert A. Larsen, chief, cereal and baked products division, Quartermaster Food & Container Institute for the Armed Forces, assisted by Charles McWilliams, proved a highlight of the four-day meeting and spurred a lively question and answer session.

The first day of the meeting was devoted to sessions of the technical committee of the independent group. The annual field day at the Olympia Fields Country Club was held May 14, featuring golf, luncheon, dinner and entertainment.

All officers of both associations were reelected for another term of office. Officers of the Biscuit & Cracker Manufacturers Assn. are: R. E. Watson, Weston Biscuit Co., Inc., Passaic, N.J., president; A. P. Strietmann, United Biscuit Co. of America, Cincinnati, vice president; Hanford Main, Sunshine Biscuits, Inc., Long Island City, N.Y., vice president; G. H. Coppers, National Biscuit Co., New York, vice president, and R. T. Stokes, New York, secretary-treasurer.

One new director was elected to

the board of the association: S. P. Kessler, Robert A. Johnson Co., Milwaukee. All other directors were reelected as follows: Mr. Watson; Mr. Strietmann; Mr. Main; Mr. Coppers; John Hekman, Hekman Biscuit division, United Biscuit Co., Grand Rapids; H. A. Clemmer, Sunshine Biscuits, Inc., Long Island City, N.Y.; C. R. McKenna, Sioux City, Iowa;

J. B. Carr, Carr-Consolidated Biscuit Co., Wilkes-Barre, Pa.; E. S. Moore, Jr., National Biscuit Co., New York; W. T. Scott, Maryland Biscuit Co., Baltimore; B. G. Griggs, Sanitary Biscuit division, Griggs, Cooper & Co., St. Paul; D. A. Parks, Chattanooga (Tenn.) Bakery, and C. H. Wortz, Wortz Biscuit Co., Fort Smith, Ark.

Officers of the Independent Biscuit Manufacturers' Co., Inc., reelected for another term are: W. T. Scott, Maryland Biscuit Co., Baltimore, president; Stuart P. Kessler, Robert A. Johnson Co., Milwaukee, vice president; J. S. Vander Heide, Hol-

land-American Wafer Co., Grand Rapids, treasurer. Harry D. Butler, New York, is secretary.

D. F. Bremner, Jr., Chicago, succeeded D. F. Bremner on the board of directors. Other directors reelected are: Mr. Scott; Mr. Kessler; Mr. Vander Heide; Mr. Wortz; Mr. Watson; Mr. Parks; Mr. McKenna; A. H. Vorles, New Orleans; H. G. Schneider, Dayton, Ohio; W. P. Sharp, Joplin, Mo.; H. L. Popp, Fort Wayne; C. J. Johnson, Davenport, Iowa; H. D. Percy, Mobile, Ala., and F. J. Delaney, Jr., Burlington, Iowa. Thomas E. Hollingshead, Chicago, is director of the technical institute.

Some things give solid satisfaction

There's nothing like it—that
well-deserved snooze after a good go at the lawn.
Nothing either, like the feeling that comes
when you know you've given your product the best,
all along the way.

This means, of course, that you've
used sugar. It is always uniform, has more
sweetening power, and brings out the best flavors
of higher-priced ingredients. You know that
its use will heighten the quality of your product.

For your own gratification
—and your customers'—
use sugar. It pays off in
solid satisfaction!



CAMPBELL-TAGGART BUYS EL PASO BAKING FIRM

EL PASO—The controlling interest in the Purity Baking Co. here recently passed to the Campbell-Taggart Associated Bakeries, Inc., of Dallas, and the name of the local bakery was changed to the Rainbo Baking Co. of El Paso.

Another change was that in the top executive position Claude R. Williamson of San Antonio replaces the Rev. B. M. G. Williams as president.

The Dallas firm has interests in 49 other bakeries throughout the South

and Middle West. President Williamson was associated with the Fair Maid Bakery in San Antonio as sales manager prior to taking over his new duties in El Paso.

Rev. Williams, who has associate rector of the Church of St. Clement, is now devoting full time to his church duties. He joined Purity in 1907 as office man and bookkeeper, working up to the presidency of the firm.

—BREAD IS THE STAFF OF LIFE—

H. C. PFISTER HONORED

LA PORTE, IND.—H. C. Pfister, vice president and director of the

U.S. Slicing Machine Co., Inc., was recently honored on the anniversary of his 40th year of service to the firm. Starting with the company in 1911 as a chauffeur, Mr. Pfister rose to his present position. Mr. and Mrs. Pfister were given a vacation trip of their choice.

—BREAD IS THE STAFF OF LIFE—

C. ANTHONY RICCA JOINS SOUTHERN BAKING FIRM

DURHAM, N.C.—The appointment of C. Anthony Ricca as treasurer and comptroller of Harvey Laird, Inc., here has been announced by Mrs.

Harvey L. Williamson, president of the firm.

Mrs. Williamson also announced that Mr. Ricca has been named treasurer and comptroller of Made-Rite Bakery, Inc., Rocky Mount, N.C., and that he has been assigned similar positions with the Durham (N.C.) Baking Co. Both bakeries are owned by the Williamson family. Harvey Laird, Inc., is the purchasing, accounting and advertising office for the two plants.

Mr. Ricca assumed his new positions April 16. He had been with the accounting firm of Thomas, Ashlin & Knight, Durham, N.C. He is a native of Hammonton, N.J., and is a graduate of Pierce School in Philadelphia. Recently he completed a certified public accountant refresher course at Duke University.

Mr. Ricca is a member of the North Carolina Association of Certified Public Accountants, Inc., the American Institute of Accountants and the Sertoma International of Durham.

—BREAD IS THE STAFF OF LIFE—

It's Official Now

NEW YORK—The term "supermarket" has been recognized officially by lexicographers. It appears for the first time in a major dictionary for general use.

McMahon & Morse, New York marketing specialists, recently noted appearance of the term in the Thorndike Barnhart dictionary. Thus, food industries have again contributed to the 80,000 words listed in the dictionary as most commonly used.

"Super market" is defined as American in origin, "a large grocery store in which customers select their purchases from open shelves and pay for them on a cash-and-carry basis."



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Brown'n Serve products need more protection than fully baked goods. But the laminated package is an effective selling aid for any variety baked product . . . the attractive appearance stimulates the original sale . . . the protection of product quality brings the repeat sale.



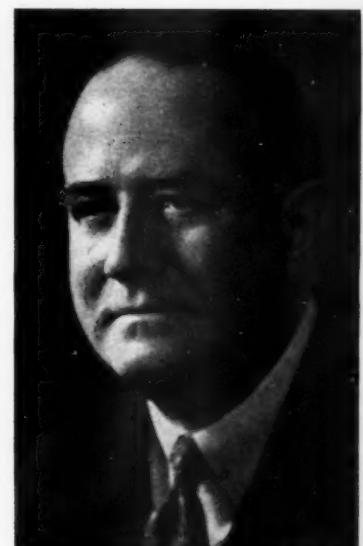
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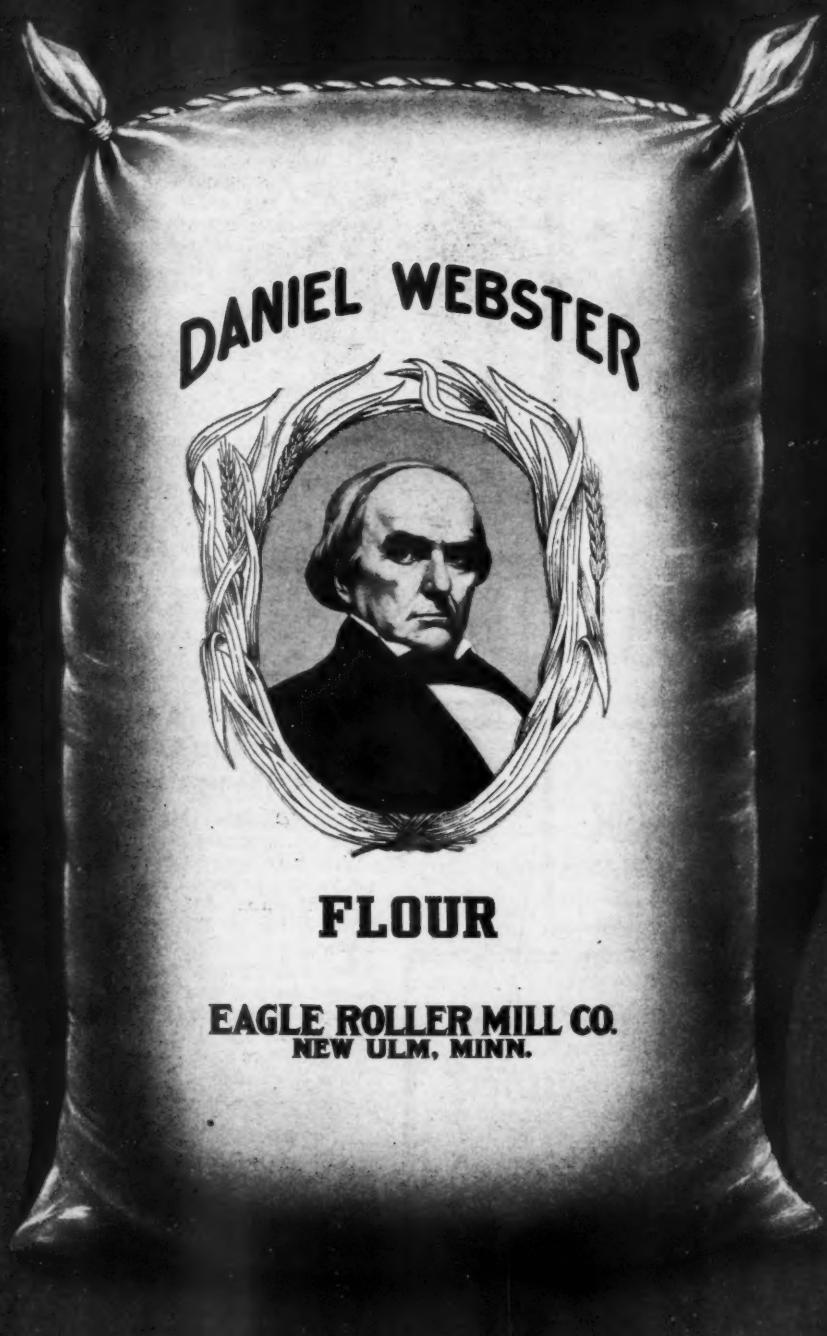
Container Corporation of America, Chicago, Illinois
Sutherland Paper Company, Kalamazoo, Michigan

Marathon Corporation, Menasha, Wisconsin



Edward R. Gay

PROMOTED — Announcement has been made of the appointment of Edward R. Gay as executive vice president of the St. Regis Paper Co. Mr. Gay formerly headed the kraft and multiwall bag operations of the company, as well as manufacturing in the printing paper division. Among other appointments by the board of directors, T. H. Cosford, a director in charge of Canadian operations, was named vice president. Willard Hahn was appointed vice president in charge of multiwall bag manufacturing and C. H. Hartman was named vice president in charge of multiwall bag development.



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T. H. SHERWOOD, Vice President and General Manager

OUR
71st
YEAR

BOSTON—The convention of the New England Bakers Assn., to be held at Poland Spring, Maine, June 9-12, has been planned to stress relaxation and enjoyment. With a reversal of the usual procedure, the business meetings will be held in the evenings, leaving daylight hours for sports, rest or plain enjoyment of the comforts and beauty of the spot.

An information desk will receive the questions bakers ask and a panel will make sure they are answered satisfactorily. The program committee is headed by Dana R. Arnold, general chairman, with Fred G. Stritzinger, program chairman; Elwyn B. Clancy, in charge of entertainment; Paul W. Mulvanity, sports; W. H. Brown, golf; Henry A. Farrell, allied trades chairman; H. J. Schinkel, publicity chairman, and Mrs. A. E. Laprise, ladies committee chairman. Ellis C. Baum, vice president of the Continental Baking Co., will be master of ceremonies at the convention finale.

BREAD IS THE STAFF OF LIFE

Everybody's Got a Gen. MacArthur Yarn—Here's Ours

Mrs. Douglas MacArthur, who made a triumphant return to the U.S. with her famous husband and young son, is the former Jean Marie Faircloth, daughter of the late E. C. Faircloth, owner of the Cherokee Mills, Nashville.

Mr. Faircloth, a prominent figure in the milling and baking industry in the Southeast, died in March, 1929, at the age of 71. He was one of the organizers of the American Bread Co. in Nashville.

BREAD IS THE STAFF OF LIFE

BOOK AVAILABLE

NEW YORK — Copies of a new book, "The New Concept of Wholesaler-Retailer Teamwork," which brings together findings of a study made by the Committee on Modern Food Distribution, are now available without charge to members of the National-American Wholesale Grocers Assn., according to a NAWGA announcement. The book was written by Grant Gore of the Biddle Purchasing Co. and was published by the General Foods sales division as a service to the food industry.

Looking for Facts about the Flour, Feed, Grain and Baking Industries?

You'll Find Them in—
The Northwestern Miller
1951 ALMANACK

A complete statistical compendium, revised annually, containing 132 pages (7x9 inches) of facts and figures on the production, distribution and consumption of materials and commodities used and manufactured in the flour, feed, grain and baking industries.

Standard features: Government Regulations, Price Control Orders, Rules Governing the Feed Trade, State Flour, Feed and Baking Laws, Definitions and Standards, Packaging and Labeling Regulations, Mill and Elevator Capacities, Crops and Commodities, Production and Consumption, Imports and Exports, Transportation and Storage, Farm Animal Population, Feedstuffs Analysis Tables, Grain Grades, Average Prices, Trade Customs and Practices, Trade Association Roster, and Miscellaneous Information covering every aspect of the Flour, Feed, Grain and Baking Industries.

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Wheat Washed with Our Own Artesian Well Water.
Flour Tested and Baked in Our Own Laboratory.

John D. Masterson, Elroy J. Miller Promoted by ABA

CHICAGO—Appointment of John D. Masterson and Elroy J. Miller as assistant secretary and assistant treasurer, respectively, of the American Bakers Assn., has been announced by Harold F. Fiedler, secretary of the association. The positions were created by action of the executive committee recently.

Mr. Masterson has been on the ABA staff for the past four years. Prior to joining the staff, he was a counsellor for the Veterans' Administration and taught business administration at a Chicago high school. He served as a lieutenant on a torpedo boat tender during World War II.

Mr. Miller, who joined the association as accountant in 1948, has had many years of experience in the food distribution field, in cost accounting and industrial management. He is a member of the National Association of Cost Accountants.

BREAD IS THE STAFF OF LIFE

BAKERS CLUB MEETING ATTRACTS RECORD CROWD

NEW YORK—The Bakers Club, Inc., outdoor meeting May 15 attracted a record attendance of 105 members and guests to the Baltusrol Golf Club, Springfield, N.J. The meeting was held through the courtesy of Arthur W. Drake, Drake Bakeries, Inc., and Lee T. Melly, Ward Baking Co. The first prize in the class A golf

competition went to Ellis C. Baum, Continental Baking Co., with the second prize awarded to Raymond C. Rondeau, Whitecap Preserves, Inc.

In the class B competition George K. Welch, C. W. Burckhalter, Inc., won first prize and T. G. Christgau, Land O' Lakes Creameries, Inc., emerged the second prize winner after a tie with J. F. Corder, Fabricon Products of Connecticut, Inc. The kickers prize for members was won by John E. Fergus following a tie with John J. Bennett of National Yeast Corp.

Edward C. Twyford of the Causse Mfg. & Importing Co. won the raffle for a set of woods. All prizes were presented by E. J. Ranney, Ranney Sales Co., chairman of the golf committee.

BREAD IS THE STAFF OF LIFE

DELAWARE OKAYS SALE OF 1/2-LB. BREAD LOAVES

DOVER, DEL.—The Delaware state senate has voted to legalize the manufacture and sale of 1/2-lb. loaves of bread in the state.

The bill, sponsored by Frederick Klair, was unanimously approved. In calling the measure up, Sen. Klair explained that he had in mind "relief for small families," particularly where there are only two in a family.

According to Sen. Klair, the purpose of the measure is to amend the present bread law which was enacted 35 years ago when bread was a nickel a loaf.

BREAD IS THE STAFF OF LIFE

CORRECTION

A headline in the May issue of The American Baker incorrectly stated that Sanford V. Epps was elected president of H. H. Claussen's Sons,

Inc., Augusta, Ga. The story beneath the headline reported, correctly, that Mr. Epps was elected vice president.

BREAD IS THE STAFF OF LIFE

VAN DE KAMP DIVIDEND

LOS ANGELES—Directors of Van de Kamp's Holland Dutch Bakers, Inc., have declared the usual quarterly dividend of 20¢ a share on the common stock payable June 30 to stockholders of record June 9.

BREAD IS THE STAFF OF LIFE

MAURICE JACKSON NAMED TO HEAD ABA COMMITTEE

CHICAGO—Maurice Jackson, Deppe-Vienna Co., Chicago, has been appointed chairman of the nomination and election committee of the American Bakers Assn., John T. McCarthy, Jersey Bread Co., Toledo, ABA chairman, has announced.

Other members of the committee are Jack Tod, Burlington (Iowa) Baking Co., and J. R. Quigg, Richmond (Ind.) Baking Co.

Forms for nomination of regional and branch governors have been distributed to ABA members. Ten regional and six branch governors are to be chosen.

BREAD IS THE STAFF OF LIFE

WOOD & SELICK ELECTS

NEW YORK—The board of directors of Wood & Selick, Inc., local manufacturing, importing and exporting firm, has announced the election of John S. Calvert as president, succeeding Charles Triller. Mr. Triller will serve the company as chairman of the board.

BREAD IS THE STAFF OF LIFE

MIKE PRETTACH NAMED BY CHICAGO PRODUCTION MEN

CHICAGO—Mike Prettach, production superintendent of the Schulze Baking Co., Interstate Bakeries Corp., was elected president of the Chicago Bakery Production Club for 1951-52 at the regular monthly dinner meeting in May.

Martin Cech, Eitel Restaurant, was named the new vice president. Officers selected to serve another year at their same post were: treasurer, Julius Prep, Airport Restaurant of Marshall Field & Co.; program chairman, Willard Mattson, Brolite Co., and M. J. Thomas, bakery sales service division of Swift & Co.

BREAD IS THE STAFF OF LIFE

OPS DELAYS DEADLINE FOR FILING OF PRICE REPORTS

WASHINGTON—The Office of Price Stabilization has postponed until July 2 the deadline for filing of reports required under provisions of the general manufacturers' price order, Ceiling Price Regulation 22.

However, those manufacturers who have prepared reports and who wish to do so may take new prices May 28, the previous deadline of the order. But new ceilings higher than General Ceiling Price Regulation ceilings may not be used until 15 days after filing of the required reports.

Cracker and cookie bakers are covered by the regulation.

BREAD IS THE STAFF OF LIFE

CONNECTICUT BAKERS PLAN JUNE OUTING

WEST HAVEN, CONN.—The Connecticut Bakers Association, Inc., will hold an outing June 27 in Green's Park, Wallingford. Charles Barr, secretary, announces that there will be sports, prizes, relaxation and good food all day.

CONVENTION CALENDAR

June 12-14—American Institute of Baking Sanitation Short Course; Hotel Sherman, Chicago. Details from Dr. Edward L. Holmes, director of sanitation, American Institute of Baking, 400 E. Ontario St., Chicago 11, Ill.

June 16-17—Montana Bakers Assn., Finlen Hotel, Butte, Mont.; chairman, Al Herzog, 635 S. Washington St., Butte.

June 19-21—American Institute of Baking Sanitation Short Course; Sheraton-Gibson Hotel, Cincinnati. Details from Dr. Edward L. Holmes, director of sanitation, American Institute of Baking, 400 E. Ontario St., Chicago 11, Ill.

June 24-27—Potomac States Bakers Assn., and Bakers Club of Baltimore; The Cavalier Hotel, Virginia Beach, Va.; sec., Emmet Gary, 16 McCellan Place, Baltimore 1.

June 27—Connecticut Bakers Assn., Inc., outing in Green's Park, Wallingford; sec., Charles Barr, 584 Campbell Ave., West Haven 16.

July 9-10—Ohio Bakers Assn.; Dresher-Wallack Hotel, Columbus; sec., Roy Ferguson, Seneca Hotel, Columbus 15.

July 29-31—West Virginia Bakers Assn.; Greenbrier Hotel, White Sulphur Springs, W. Va.; exec. sec., Edward R. Johnson, 611 Pennsylvania Ave., Charleston 2.

Sept. 14-15—Virginia Bakers Council; Natural Bridge, Va.; exec. sec., Harold K. Wilder, 804 Life Insurance Co. of Virginia Bldg., Richmond.

Sept. 17-18—Southern Bakers Assn., Production and Management Conference, Atlanta; sec., E. P. Cline,

703 Henry Grady Bldg., Atlanta 3, Ga.

Oct. 14-18—American Bakers Assn.; Hotel Sherman, Chicago; ABA headquarters, 20 N. Wacker Drive, Chicago 6.

Oct. 23-25—American Institute of Baking Sanitation Short Course; Hotel Whitecomb, San Francisco. Details from Dr. Edward L. Holmes, director of sanitation, American Institute of Baking, 400 E. Ontario St., Chicago 11, Ill.

Nov. 11-13—New England Bakers Assn.; fall convention and exhibit; Boston, Mass.; Statler Hotel; sec., Robert E. Sullivan, 51 Exeter St., Boston 16, Mass.

1952

April 20-23—Lake Michigan States Bakers Conference, Sherman Hotel, Chicago; sec., T. E. Dallas, 53 W. Jackson Blvd., Chicago.

April 21-23—Pacific Northwest Bakers Conference Multnomah Hotel, Portland, Oregon; sec., Roger Williams, 1138 Jefferson St., Salem, Ore.

April 28-30—Texas Bakers Assn., Plaza Hotel, San Antonio; sec., Mrs. Gertrude Goodman, 1134 National City Bank Bldg., Dallas 1, Texas.

June 7-10—New England Bakers Assn., annual spring meeting, Wentworth-by-the-Sea, Portsmouth, N. H.; sec., Robert E. Sullivan, 51 Exeter St., Boston 16, Mass.

June 8-9—Rocky Mountain Bakers Assn., Albany Hotel, Denver; sec., T. W. Kunde, Western Bakers Supply Co., 1727 Wazee St., Denver 17, Colo.

Gordon Gibson to Head Bakery Section of OPS

WASHINGTON—Gordon Gibson, former District of Columbia manager for the General Baking Co., will succeed Harold D. Le Mar as head of the bakery section of the Office of Price Stabilization.

Mr. Le Mar, executive with the P. F. Petersen Baking Co., Omaha, who organized the section, was here on a temporary assignment. He and Joseph G. Schmitz, General Mills, Inc., Oklahoma City, former flour section chief, left the price agency following adoption of a requirement that all price officials be put on a permanent status.

No successor has been named for Mr. Schmitz, but it is expected that A. F. Krueger, formerly associated with the local office of the Millers National Federation, will be named to the post.

BREAD IS THE STAFF OF LIFE

Kansas Field Day to Feature New Advances in Wheat

KANSAS CITY—Leaders in American baking, milling and wheat growing will receive a first-hand demonstration of the results of the application of the newest scientific developments in the furtherance of wheat production at the annual Kansas City Field Day of the Kansas Wheat Improvement Assn. June 22.

John T. McCarthy, chairman of the American Bakers' Assn., and Dr. James A. McCain, president of Kansas State College, Manhattan, Kansas, will be the principal speakers at the field day. Jess B. Smith, president of the Kansas Wheat Improvement Assn., will preside, while the field demonstration will be in immediate charge of C. E. Skiver, field director of the association, C. T. Hall, county agent of Johnson County, and R. I. Throckmorton, dean and director of agriculture, Kansas State College.

The gathering, which will start at 2 p.m., will be held on the Paul Uhlmann Farm in Johnson County, Kansas, just outside of Kansas City.

The program will include a brief memorial service to the late M. Lee Marshall, who was chairman of the Continental Baking Co. and the American Bakers Assn. and one of the ranking supporters of the Kansas Wheat Improvement Assn.

Mr. McCarthy is president and treasurer of the Jersey Bread Co., Toledo, Ohio, and president of the Sandusky Baking Co., Sandusky, Ohio. One of his major activities in baking at present is the furtherance of the campaign to increase consumption of bakery products, which means increased consumption of wheat and flour. Mr. McCarthy has attended a number of the annual Kansas City field days of the Kansas Wheat Improvement Assn.

The Uhlmann farm, where the demonstration and program will be staged, is southwest of Overland Park, Kansas, a suburb of Kansas City.

Variety of Industry Problems Flavors Texas Bakers' Meeting

DALLAS—A wide range of subjects, reaching from delivery fleet maintenance to baker-grocer merchandising, and including bakery operations, was featured at the Texas Bakers Assn. convention, held here April 29-30 and May 1 at the Baker Hotel.

To add spice to the regular convention schedule, national issues in one form or another, were injected into almost every address, indicating the growing interest and anxiety among bakers over the numerous directives and controls associated with the defense and economic stabilization effort.

Officers for 1951-52 were elected at the end of the Tuesday session. They are as follows: James M. Martin, Martin Bakery, Inc., San Antonio, president; Herbert J. "Buck" Schott, Schott's Bakery, Houston, vice president, and William D. Baird, Mrs. Baird's Bakery, Abilene, reelected secretary-treasurer. Mrs. Ed Goodman, Dallas, continues as office secretary. Mr. Martin succeeds Mr. Braden, and Mr. Schott replaces J. C. Koetting, Fehr Baking Co., Houston.

Registration of delegates for the 51st Texas convention, showed attendance of approximately 430 visitors, including 130 bakers, 200 allied men and 100 ladies.

Leading the list of convention speakers was Prof. Willis Tate, vice president of Southern Methodist University, Dallas, who spoke Monday morning on "The Real Enemy." He was introduced by H. J. Schott of Schott's Bakery, Houston, presiding chairman. Prof. Tate emphasized the importance of unravelling the current international crisis.

Karl Baur, Liberty Baking Co., Pittsburgh, president of the American Bakers Assn., the next speaker, dwelt on government regulations and the danger of their retention. He cautioned against waste in the bakery during these critical days, because of the price situation, and the need to steer clear of participation in any inflationary movement.

Mr. Baur condemned nutritionists who will not open their minds to the value of enriched bread. For the first time since 1914, he disclosed, wheat consumption per capita is up.

D. D. Mock of Pillsbury Mills, Inc., Dallas, introduced George Wagner from the Minneapolis office of that firm, who reviewed insect infestation of flour in transit, and the determined efforts being made by both millers and bakers to insure non-contamination of ingredients to comply with food and drug regulations.

The final speaker at the Monday forenoon general session was H. O. Mathews, Standard Brands, Inc., New York, whose topic was "Fleet Maintenance During the National Emergency."

"Any decrease in the efficiency of truck transportation and distribution," Mr. Mathews declared, "would be a direct and serious blow to our national defense, in addition to imposing a heavy and ever-growing burden of expense on operating costs."

(Editor's Note: The complete text of Mr. Mathews' address will appear in the July issue of *The American Baker*.)

One of the outstanding features of the 51st convention was the all-day retailers' session on the campus of Arlington State College, Arlington. At the morning session, Jack Dono-

van, the Woolen Uniform Co., Dallas, replaced John Rao of Rao's Bakery, Beaumont, Texas, as session chairman.

After the invocation and greeting from the president of the college, Roy Burdett, head of the baking school, reviewed the school's activities, explaining the two-year terminal course which is designed to train actual bakery workers and not white collar workers. Mr. Donovan then presented a brief sales girls style show, using live models to display a variety of uniforms.

The second general session was called to order by Roy Braden of Braden's Cake Shops, Dallas, president of the TBA. Martin H. Martin of the H. E. Butt Grocery Co., Corpus Christi, introduced Mrs. Rose Kieffer, executive secretary of the National Association of Retail Grocers, Chicago, who spoke on "The Grocer and the Baker."

"The Ruth Leverton Diet" was presented in words and slides by H. H. Lampman, director of the Wheat Flour Institute, Chicago, explaining the dietary experiments with overweight young women, and the evolution of a sensible, varied diet, that includes enriched bread.

James E. Gheen appeared through the courtesy of the International Milling Co., and in his address, stressed the changing aspects of the world. "In the past year," he said, "fifteen million persons died. There were that many marriages and 30 million babies were born. Sixty-two percent of the present population doesn't remember World War I. You must constantly advertise in a market that is always changing."

"Retail Bakery Personnel Training" was discussed by Miss Melba Mumford of Standard Brands, Inc., New York. She recommended impressing on the sales girls the importance of their job as a sales task, just the same as selling more glamorous products.

Joseph Vavra, Jr., Mrs. Tucker's Foods, Inc., Sherman, Texas, presented a step-by-step demonstration in making certain types of decorations, showing use of various types of icings, rather than adhering to one basic butter cream icing.

The afternoon session was opened

by R. W. Ruhe, Braden's Cake Shops, Dallas. Bud Kramer, Procter & Gamble, spoke on cakes that are different and displayed some of them.

"The flavor business," said David C. McCormack of Davis & Co., Cleveland, "is sometimes referred to as a racket. This is due to lack of understanding of the flavoring business by buyers. The best flavors are not only the best, but also the cheapest, even if higher priced."

John Mock of Mrs. Tucker's Foods, Inc., Sherman, Texas, displayed a large variety of cheese cakes and explained their production, citing preference in use of the dehydrated cheese instead of cottage cheese and recommended keeping these products refrigerated and baking at 375 degrees F.

Alex Baumeister, Kansas City, of Anheuser-Busch, Inc., spoke briefly on sweet dough varieties, and invited guests to view the large display of sweet goods, all made from a basic dough.

Orville Sisson, Red Star Yeast & Products Co., Milwaukee, and Ed Goodson, Swift & Co., Ft. Worth, discussed variety breads and an explanation was given on production of the various types.

The directors voted to hold the 1952 convention at San Antonio, Texas, as home of the new president, Mr. Martin, and set the dates as April 27-29. Headquarters will be at the Plaza Hotel.

The officers and members of the Allied Trades of the Texas Bakers Assn. held their business session at a breakfast meeting during the TBA convention, and elected Tom Vanner, Arrow Mills, Inc., Houston, Texas, president. E. M. Deck, Mrs. Tucker's Foods, Inc., Sherman, Texas, was chosen vice president, and Arthur Troilo, Anheuser-Busch, Inc., San Antonio, Texas, was reelected secretary. Jack Donovan, the Woolen Uniform Co., Dallas, was reelected treasurer.

BREAD IS THE STAFF OF LIFE

FORMER AIB EXECUTIVE JOINS PATTERSON STAFF

KANSAS CITY—V. Keith Giddings, for the past three years working directly with Dr. Edward L. Holmes, director of sanitation for the American Institute of Baking, has joined the staff of the C. J. Patterson Co. in the capacity of director of sanitation.

Mr. Giddings, a sanitation consultant and graduate of Kansas State



V. Keith Giddings

College where he majored in entomology, also made a study of mechanical engineering at the University of Southern California. He will institute a broad program of bakery sanitation to supplement the technical and managerial services of the Patterson firm. The program will include a regular inspection service augmented by an intensified sanitation program for bakery management, supervisory and production personnel. Mr. Giddings is a charter member of the Illinois Chapter of National Association of Sanitarians and is a member of the American Public Health Assn.

BREAD IS THE STAFF OF LIFE

AMERICAN BAKERIES CO. OPENS NEW N.C. PLANT

ROCKY MOUNT, N.C.—The grand opening of the new American Bakeries Co. plant here was held recently, with allied men showing visitors through the structure.

C. Stuart Broeman, president, American Bakeries Co., was the principal speaker at the annual meeting of the Rocky Mount Chamber of Commerce. In its annual report the chamber pointed to the new American Bakeries plant as the major addition to the area's industry during the year.

BREAD IS THE STAFF OF LIFE

C. J. PATTERSON CO. HOLDS ANNUAL SERVICE MEETING

KANSAS CITY—The fourth annual Production Service Conference of the C. J. Patterson Co. was held in Kansas City recently, with over 80 owners, managers, and superintendents of bakeries from all parts of the country in attendance, along with many representatives from allied industries. They came to discuss current bakery production problems and compare notes on solutions of those problems.

The conference is a good example of progressive business men cooperating in an effort to improve their industry, in full realization of how closely individual advance is tied to the progress of the group, Patterson officials pointed out, saying that the long and animated discussion periods were adequate proof of the meeting's success.

Among the guest speakers were Dr. C. N. Kimball, president of the Midwest Research Institute, who discussed the practical application of industrial research, and Claude Stratton, director of the bakery sales service department of Pillsbury Mills, Inc., Minneapolis, who spoke on new varieties of bakery products.



C. J. PATTERSON CONFERENCE—Claude Webster, newly appointed executive vice president of the C. J. Patterson Co., Kansas City, is introduced to a group of the company's clients at its fourth annual Production Service Conference. Mr. Webster was formerly western division manager of the Kroger Co. Seated at the table, left to right, are: Louis Leo, Williams' Bakery, Eugene, Ore.; C. M. Budde, production sales manager, C. J. Patterson Co.; C. J. Patterson, president of the company; Orrie Davis, Lewis Brothers Baking Co., Anna, Ill.; Herb Pond, C. J. Patterson Co.; Orvel Pettit of Patterson; Marion Worthington, New England Bakery, Pawtucket, R.I., and Claude Stratton, Pillsbury Mills, Inc., Minneapolis.

Pennsylvania Bakers Frolic at Convention

BEDFORD SPRINGS, PA. — The Pennsylvania Bakers Assn. held a most successful mid-year convention in this beauty spot of the Alleghenies, June 2-4. This is the annual meeting when amusement takes precedence over business.

On Sunday the annual golf tournament for the president's trophies was held. Trap shooting drew its group of addicts on Monday with prizes for the best scores. Saturday night a hay ride ended in a barn dance and hard times party.

Sunday evening a "Remember When" party was held with old-time movies, old vocal favorites and cool refreshments. Many of the ladies played golf, others enjoyed the indoor pool or the swimming at Red Oak Lake and bingo and card parties were held for them during the business meetings. The banquet featured the presentation of prizes, entertainment and dancing to a fine orchestra.

During the business sessions the emphasis was on the Washington situation, which was covered by Joseph Creed, Washington counsel for the American Bakers Assn. Walter H. Dietz of the bakery section, Office of Price Stabilization, furnished data on ceiling price regulations, and wage stabilization controls and related problems were discussed by Kenneth Souser, counsel for the association. W. S. Hagar, deputy secretary of the Department of Agriculture, cited many case histories related to the Pennsylvania bakery law.

—BREAD IS THE STAFF OF LIFE—

AIB Testimonial Luncheon Honors William Walmsley

CHICAGO—High tribute was paid William Walmsley, principal emeritus of the American Institute of Baking, at a luncheon given in his honor by the institute, May 19. In recognition of his 29 years of intensive active services with the school of baking, including 15 years as its principal, Mr. Walmsley recently was honored by being made principal emeritus of the school.

As a token of affection and appre-

ciation, a gift of a 17-in. screen console model television set was presented to him by the institute. Louis E. Caster, Keig-Stevens Baking Co., Rockford, chairman of the board and president of AIB, who made the presentation address, spoke of the long and faithful service which Mr. Walmsley has given to further the work of the institute and school. He also mentioned Mr. Walmsley's future work in creating good-will for the institute through special talks and projects among groups in the baking industry.

In accepting the gift, Mr. Walmsley acknowledged the cooperation of his co-workers and the members of his family, who were present to share the honors.

Presentation of a humorous gift from the institute staff was made by Byon Norton, school instructor, and long-time associate of Mr. Walmsley.

Several incidents in the life of the honoree were depicted in a humorous skit which was written and directed by a committee of three AIB staff members including: Ruth Emerson, librarian; Margaret Delaney, nutritionist, and Lloyd J. Salathe, sanitarian. Mr. Salathe served as narrator. The cast of the play included Charles Ulle, Byon Norton, Joseph Dix and Gordon Craft of the school staff; Frank Hepburn, chemist, and Dr. Anthony G. Castellani, bacteriologist. The part of Mr. Walmsley was played by Welker Bechtel, chemist. Arrangements for the luncheon and gift were made by a committee composed of Ruth Clarke, home economist; Byon Norton, school instructor, and Louis A. King, Jr., sanitarian.

Among the 55 present at the luncheon were members of the institute board of directors and staff; the American Bakers Assn. board of governors, and ABA staff; the AIB Alumni Assn. board of directors, and the educational advisory committee. The event was planned for this date to enable members of the ABA board of governors, en route to a conference in Houston, Texas, to participate in the tribute to Mr. Walmsley.

—BREAD IS THE STAFF OF LIFE—

W. K. EASTHAM NAMED TO LEVER ADVERTISING POST

NEW YORK—William K. Eastham has been appointed advertising manager for Lever Brothers Co., James A. Barnett, vice president in charge of advertising and promotion, has announced.

Mr. Eastham was formerly with the Whitehall Pharmacal Co. as assistant advertising manager.

—BREAD IS THE STAFF OF LIFE—

C. M. O'MALLEY LEAVES DRY MILK INSTITUTE

CHICAGO — The American Dry Milk Institute has announced that C. M. O'Malley will leave shortly to establish his own dry milk distribution business. During the 12 years that Mr. O'Malley has been associated with the institute he has served as chemist, chief chemist, laboratory manager and in charge of information service.

In announcing the separation, B. W. Fairbanks, director, noted the work of Mr. O'Malley in both the technical and public relations fields as having contributed substantially to the progress of the industry in product and sales development.

Mr. O'Malley will establish his headquarters in Chicago and engage in distribution of dry milks both in consumer packages and in bulk sales for food manufacture.



William Walmsley

MOSTLY PERSONAL

John T. Lorick, Jr., assistant advertising and sales promotion manager for the Fleischmann division, Standard Brands, Inc., New York, was married recently to Miss Genieve M. Grill. The couple concluded their honeymoon in Chicago, where Mr. Lorick participated in the Lake Michigan States Bakers Conference.

Carl H. Littman, who has been with Omar, Inc., of Omaha, for 23 years, has been named industrial relation director for the baking company.

Robert J. Peters, head of Mrs. Karl's Bakeries, Milwaukee, was honored recently at a surprise testimonial dinner given by employees at the Astor Hotel in Milwaukee. Mr. Peters has been with the firm for 20 years. He was presented with a watch, bookends and a book containing signatures of all present.

Robert Voegerl of La Fayette, Ind., has been promoted to supervisor of the Kokomo, Ind., branch of the Omar Bakery, Inc.

The Durham (N.C.) Baking Co. celebrated its 17th birthday recently with a large decorated cake. The cake was cut by James C. Hightower, Jr., general manager, and all employees joined in eating it. In a special newspaper advertisement and on its regularly sponsored radio program, the bakery attributed its success to patronage of its many customers and to the work of its employees, some of whom have been with the firm since it was founded in 1934 by the late Harvey L. Williamson. Mr. Hightower recently was elected president of the Sertoma International of Durham.

Jack Flynn, son of H. L. Flynn, manager of Grennan Bakeries, Inc., at Cincinnati, recently appeared as a vocalist on Ted Mack's "Amateur Hour" television show, singing a Spanish ballad. He is employed in the export division of the Sherwin-Williams Paint Co., handling South American business.

Dr. A. L. Elder, director of research for the Corn Products Refining Co., Argo, Ill., has been elected president of the Associates, Food & Container Institute, Chicago. Russell D. L. Wirth, president of the Red Star Yeast & Products Co., Milwaukee, has been named a director of the organization.

C. H. McMahan, who has been acting manager of the Purity Bakeries Corp. at Flint, Mich., has been named manager. I. O. Ogden was named sales manager. Mr. McMahan had been sales manager for 12 years and had held that post as well as acting manager since last September.

James C. Hightower, Jr., general manager of the Durham (N.C.) Baking Co., was recently elected president of the Sertoma International of Durham.

Joel S. Mitchell, president of Standard Brands, Inc., has accepted the chairmanship of the foods, beverages

and consumer goods section for the Greater New York Fund. Assistant section chairmen are John M. Fisher, vice president and treasurer, and Robert W. Griggs, director of industrial relations of Standard Brands, Inc. The section will participate in helping the Greater New York Fund reach its 1951 goal of \$9,000,000, which will be used to aid 423 health, welfare, family and hospital agencies.

Martin W. Schultz is the new sales manager for the Continental Baking Co. plant at Indianapolis. He succeeds Earl E. Campbell, Jr., who has been transferred to another position. Mr. Schultz has been with the company in St. Louis since 1944.

George H. Dare has completed 35 years as sales manager for the Huber Baking Co., Wilmington, Del. He started his bakery career in Philadelphia and went to Wilmington in 1916. He was elected secretary and treasurer of the company in 1922.

—BREAD IS THE STAFF OF LIFE—

HENRY S. FRENCH JOINS AMERICAN BAKER STAFF

MINNEAPOLIS—Henry S. French is the newest staff member of The American Baker. He will act as editorial assistant to Don E. Rogers, central states manager, with offices in the Board of Trade Building in Chicago.

For the last two and one half years Mr. French has been the grain reporter for the Kansas City Star on the trading floor of the Kansas City Board of Trade. He previously was employed by the Packer, a trade paper serving another field.

Mr. French was graduated from the University of Missouri early in 1948 with a Bachelor of Journalism Degree and a major in advertising. He is 28 years of age and a native of Kentucky.

During the last war Mr. French served nearly four years as a combat infantryman. He was in the European Theater almost two years.

His business background qualifies him to serve well the baking and related industries.



Henry S. French

New York Retailers Confident of Future of Their Industry

By GEORGE W. POTTS
Editorial Staff of
The American Baker

UTICA, N.Y.—An unwavering confidence in a better future and faith in himself, his industry and his country must be maintained by the modern retail baker for continued business success, program speakers stressed at the annual convention of the New York State Association of Manufacturing Retail Bakers. The convention, held at the Hotel Utica here June 3-5, attracted a registration of 250 bakers, allied representatives, and guests.

Strong confidence in the future of the industry was voiced by John Benkert, Benkert's Bakeries, Inc., Long Island City, a member of the Baking Industry Advisory Committee. In the opening address of the three-day meeting he declared that "In spite of rough days ahead, I am confident, regardless of how the forthcoming price order may read, the progressive baker who is a good businessman will always be in business."

In an analysis of the price situation, he stated that "the Washington picture is not as bright as it should be or as we thought it would be," and there is no immediate indication of when relief from the present squeeze may be expected. He gave credit to the administration for its intent but criticized a lack of courage not to go down the line with a freeze on labor and wages.

Mr. Benkert stated that bakers ask only for a fair increase based on the cost advances in commodities, labor and delivery costs, and reiterated that effective controls are an impossibility unless all factors contributory to price are controlled.

An appeal for confidence and faith in "yourselves, your industry and your country," which brought a rous-

ing ovation from the bakers, was offered by Phil Grau, director of Red Star Yeast & Products Co., Milwaukee, keynote speaker of the convention.

In a stirring presentation he declared that a group is only as strong as every individual and urged the bakers to remember their importance in the national picture and keep America strong by pulling together. "Faith in the Future," was the title of an address presented by Walter Kelly, Standard Brands, Inc., New York, at a well-attended session opening the second day of the convention. Mr. Kelly reminded the retail baker of his responsibility to retain faith in the economic system of this nation and to carry his portion of the load by producing quality goods as efficiently as possible. He encouraged better merchandising and increased sales with "no need to lower the standards of quality."

Sales Training Stressed

Turning to the problems of training sales help, Mr. Kelly instructed the bakers to sell the salesgirls on the prestige of their profession and train them to properly sell the public.

Proper training of sales help and good employee relations was covered by Robert Johnson, Johnson's Bakery, Rochester, newly elected third vice president of the association.

Further counsel on effective training of sales personnel was offered by James P. Friel, J. B. Wells department store, Utica; William J. Maloney, National Cash Register, Inc., Dayton, Ohio, and George Roberts, Swift & Co., Chicago. Mr. Friel outlined the "Four R's of Retailing" as "right products, in the right assortment, at the right time in the right place." Mr. Maloney pointed to "the little things that can make the difference between a big and an average sale."

The Swift & Co. representative enlarged on the theme of "making it easier for the customer to buy" and stressed the value of point of purchase material and good display, lighting, quality of product and appearance of the product.

An entertaining skit illustrating the blunders made by a poorly trained sales girl was presented by Charles Klopfen, Bakers Mutual Insurance Co., Syracuse, assisted by Raymond Bleier, Rochester, retiring president of the association.

A report on the Washington situation was presented by Walter N. Cissold, Bakers Helper. The speaker held little hope for immediate price relief in the industry or a specific price regulation for the industry before fall.

Other speakers on the program included Mildred O. Meskil, New York state department of commerce, who outlined the services offered by her organization, and Kenneth Bryant, Columbus, (Ohio) Show Case Co., who stressed the importance of modern fixtures in up-to-date merchandising.

The program concluded with a panel representing speakers who had appeared during the convention answering questions from the floor. This developed into a lively and most informative session that proved to be one of the highlights of the three-day meeting.

Delegates representing individual groups at the convention voted to hold the 1952 convention in New

York City with the Queens Master Bakers Assn. acting as host.

Henry Hoer, Hoers Bakery, Bronx, was elected president of the New York State Association of Manufacturing Retail Bakers at the concluding session. He replaces Raymond Bleier, White Star Baking Co., Rochester, who has served as head of the association for the past two years.

Charles Vogel, Vogel's Bakery, Utica, was named first vice president, and Rudolph Marx, Marx Bakeshop, Baldwin, was elected second vice president, and Robert Johnson, Johnson's Bakery, Rochester, third vice president. Walter C. Bauer, Bauer's Famous Bakery, Brooklyn, is treasurer of the group and Thomas R. McCarthy, Rochester, secretary.

Social highlights of the convention included the president's reception, a clam bake on White Lake in the Adirondack Mountains and the annual banquet and ball concluding the three day meeting.

Heart of America

(Continued from page 18)

angel food cake. William Ellerbrock, Ellerbrock Bakeries, St. Louis, recommended music in the bake shop as a means for soothing the working atmosphere. Selling frozen bakery products from a freezer chest located in the bakery sales room was recommended by Henry Karl, Karl's Bakery, Kansas City, Kansas.

Progress in production techniques featured three speakers—Glenn E. Hargrave, Panipius Co., Kansas City, Rowland Clark, W. E. Long Co., Chicago, and George Carlin, Swift & Co., Chicago.

Mr. Hargrave outlined progress made in recent years in machinery, ingredients and processing.

Better cooperation between the mill and bakery laboratories and the bakery shop itself was noted by Mr. Clark in his talk, "Progress Through Laboratory Assistance." Mr. Clark recommended that, if more than one

flour seems necessary, one spring flour should be used at a time in the sponge and one winter in the dough.

Allied firms share with bakers the responsibility of producing good basic foods, giving the consumer good finished products and maintaining the confidence of the people, Mr. Carlin said in his discussion on allied assistance in production. The allied trades can help by furthering research, he said.

On the administrative panel were Jack Kirkman, executive director of sales and advertising, Red Star Yeast & Products Co., Milwaukee, and Don Copell, Wagner Baking Co., Newark.

Mr. Kirkman lamented the fact that big business is spending millions of dollars to tell people how to live and what to do. Actually, this is widening the gap between management and people, he believes, for it assumes that people do not know how to act and lowers their faith in industry.

Personnel Relations

The main problem in an organization is still how to deal with human beings, Mr. Copell declared. The world's greatest potential is manpower, but our concern is not just to provide more training or education, or to supply improved machinery or buildings—our problem is to get from manpower the ability it already possesses but does not use because it has no incentive to use it, he stated.

Sidelines which lead to profitable plus sales were enumerated by speakers at the final session. A demonstration on cheese cake baking was given by Joe Vavra, Jr., and Carl Murray, Mrs. Tucker's Foods, Inc., Sherman, Texas. How to make good pies was discussed by Dick Short, Swift & Co., Chicago. Melba Mumford, Standard Brands, Inc., New York, gave some pointers on window and store displays which not only sell bakery goods but create customer good will. The convention closed with some tips on retail selling by Mr. Godde.

Flour Distributors Prepare for Position in Emergency Economy

By WAYNE G. MARTIN, JR.

Editorial Staff of
The American Baker

CHICAGO—Current problems facing the flour distributing industry, and a realignment of emphasis to prepare for future changes under an emergency economy were discussed at the 32nd annual convention of the National Association of Flour Distributors at its annual meeting here.

One of the largest attendances in the history of the organization was recorded.

L. E. Bowman, president of the Chicago Association of Flour Distributors, welcomed the delegates and guests to the convention and Jules Zimmerman, St. Louis, president of the National Association of Flour Distributors, expressed the appreciation of the organization for the work done by the Chicago group.

In his annual address Mr. Zimmerman said that the association is prepared to meet any emergencies which may result from government regulations. He added that a healthy distributing industry is essential for flour millers and urged distributors

to conduct their businesses in an efficient manner.

Walter E. Sands, Sands, Taylor & Wood Co., Boston, was elected president of the association for the forthcoming year. Victor Wintermantel, flour broker, Pittsburgh, was elected first vice president, and Herbert H. Lang, Coulter & Coulter, Inc., New York, second vice president. Mr. Martin was reelected secretary-treasurer.

An outstanding feature of the convention was a panel discussion at which Walter E. Sands of Boston was the moderator.

The panel discussion, which was the feature of the program, brought out a wide range of subjects in the field of flour distribution and merchandising. Aside from answers to questions by panel members, many of the questions also stimulated discussions among the distributors in the convention audience.

Serving on the panel were Earl F. Cross, General Mills, Inc.; W. R. Heegaard, Russell-Miller Milling Co.; Harvey J. Patterson, Pillsbury Mills, Inc.; John Tatam, International Milling Co., and D. H. Wilson, B. A. Eckhart Milling Co. The latter is from Chicago and the others from Minneapolis.



COCKE'S CAKE—The giant cake shown above recently was presented by the Kingston (Pa.) Cake Co. to Erle Cocke, Jr., national commander of the American Legion, at a testimonial dinner for Mr. Cocke in Wilkes-Barre. The 700-lb. cake was partially disassembled for transportation and nearly two days spent in redecorating, with 200 lb. icing used for the complete job. At Mr. Cocke's request, the cake was donated to 411 war orphans at the Pennsylvania Soldiers' Orphan School, Scotland, Pa., by Reuben H. Levy, president of the Kingston Cake Co. Shown in the illustration above are Mr. Cocke and Mrs. Ellen Lewis, Kingston's.

Pacific Northwest Bakers Asked to Change Promotion Emphasis

PORTLAND, ORE.—A change in emphasis in the promotion of bakery products was advocated by Eugene Lissa of the Ideal Bakery, Billings, Mont., as he counseled the nearly 500 bakers convened for the 26th annual Pacific Northwest Bakers' Conference to "dwell on how good, wholesome and energy-producing your product is."

Meeting April 16-18 in Portland, Ore., the assembled bakers and allied men heard Mr. Lissa declare: "More bread is being sold on the pretext of how much it won't do for you—how it's just a filler—rather than how much it will do for you. We fail to promote it for what it's been through the ages—literally the staff of life."

He accused the industry of "promoting every kind of competition that we thought would benefit ourselves. Some of this has been absolutely belittling to the industry as a whole. We have caused our industry to lose the respect of the grocer and of the buying public which, in turn, has turned to other foods. I think it is time we set up an industry code which would pass on what is fair and decent. It isn't necessary for us to be policed by government, but we must keep our own noses clean. I still think the formula for genuine success is the golden rule."

Moved by Mr. Lissa's sincerity, the group passed a resolution that he deliver the same address at the next annual meeting of the American Society of Bakery Engineers.

The Pacific Northwest Conference is sponsored by the Oregon Bakers Assn., Bakers of Washington and the retail bakers of both states, and presented under the auspices of the Oregon, western Washington and Inland Empire chapters of the ASBE.

Products for Restaurants

Elston L. Ireland, president of the American Restaurant Assn., and owner of Ireland's Restaurants in Portland, said that bakers were overlooking a good bet by "not creating products especially to please the restaurant trade."

Walter Warrick, J. R. Short Milling Co., Chicago, said that "too many bakers spend too much time claiming

that their bread is 'America's finest' or the 'best bread in town' instead of stressing that baked products are a basic food needed in everyone's diet."

Henry Meigs, Lafayette, Cal., American Dry Milk Institute, Inc., presided over a panel discussion. Appearing were Frank L. Marker, Consumers Yeast Co., San Francisco; Walter Frey, Procter & Gamble, Oakland, Cal., and Burt Minton, American Molasses Co., Chicago.

Jack Snyder, Snyder Baker Service, Oakland, Cal., was introduced by E. D. Davidson, Davidson Baking Co., Portland, a session chairman. Assisted by Harry Altman, Mr. Snyder developed the theme that almost any retail item can be converted to a profitable wholesale product.

The value of enrichment to the American baking industry was discussed by W. Frank Alexander, Hoffmann-LaRoche, Inc., San Francisco, who traced the history of the enrichment program since its conception 10 years ago.

A "very definite market" exists in the cities of the U.S. for the "homemade" type of bread, according to Frank Doty, Mannings, Inc., San Francisco.

The problem of securing adequate machinery and supplies during the present emergency and in the event of a greater world conflict was discussed by Carl Steinhauer, Union Steel Products Co., Albion, Mich., and president of the Bakery Equipment Manufacturers Assn.

Pie Motto

Monroe Boston Strause, pie man from San Diego, pointed out the lack of keeping quality in the product by quoting his motto: "When the sun sets on a pie, don't eat it."

Maintenance of a bakery under a war economy was discussed by Herbert Robinson of Seattle, who declared that "if the industry as a whole would practice the principal concepts of maintenance to perfection, there would be no place for people like me in the business."

W. L. Haley of the Fisher Flouring Mills Co. of Seattle noted that wheat is being harvested somewhere on the globe every day in the year. He went into the various mill programs for keeping contamination out of wheat.

The annual baked goods display, arranged by Bud Stoll of Peerless Yeast Co., Portland, was open to visitors in the afternoon.

J. W. Montzheimer, Centennial Flouring Mills Co., Spokane, attacked the unreliable press reports ballyhooing the use of "bad bleach" in flour.

"Actually," he said, "there hasn't been an ounce of bad bleach in use for the last two years. Yet we still read articles which churn up the question in the public's mind."

Henry T. Meigs of the American Dry Milk Institute, Inc., at Lafayette, Cal., presented excerpts from his "six little black books" which he had accumulated over the past 30 years. Suggestions ranged from a good formula for paint remover through personnel management and sales techniques.

Jerome H. Debs, Chicago Metallic Manufacturing Co., Chicago, discussed the "romance in the whole bread story" and emphasized the importance of the use of correct pans.

A display of quality items was presented by Frank J. Helmer, Wesson Oil, Chicago.

Specialists in the milling of these FINE BAKERY FLOURS

High Gluten

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Fancy Patent

**WHITE CROSS
BLUE SEAL**

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THE CRETE MILLS
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We Specialize in Dark Varieties

FRANK JAEGER MILLING CO.
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Fort Morgan Mills

Family and Bakery Flour

Milled only from the very choicest
Colorado highland wheats
FORT MORGAN -:- COLORADO

ARBA Convention

(Continued from page 13)

both local and national to have a strong unity of purpose in service to the baker and service to the consumer. He asked the bakers to contribute more than dues, and work in the association as a service to himself and the industry.

Better service to the consumer, increased sales and the creation of good will through better sales training methods was the theme of an address presented by Melba Mumford, Standard Brands, Inc., New York, at this session.

This speaker urged the bakers to "sell the salesgirls as you would have them sell the customers," stress the fact that the success of the business is in the hands of the sales staff and implant the thought that theirs is definitely a skilled profession serving the customer. These points properly presented will also tend to gain the loyalty of the sales staff, she indicated.

Miss Mumford urged the building of confidence in management, service to the housewife and that every activity in the shop is part of a most important profession. She further counseled management to teach the importance of what they are selling and tie in the enrichment program and coach the sales staff on the technique of analyzing and catering to customer types.

Customer service and good merchandising through the proper use of display windows was outlined by Barney L. Schmitz of Duquesne University, general manager of Pittsburgh Display Advertising, Inc., in an address on "Your Windows Are Sales Builders."

Mr. Schmitz cautioned against using the window space as "a place to store surplus baked goods" and told the bakers to "know what the public wants, let them know you have it, and make it easy for them to get it." He advocated use of the windows for features, advertising of future features, promotional advertising over the week-end, and tie-ins with local charities, and associations as a builder of service, goodwill and good merchandising.

"There is scant evidence of a depression now or soon, and prices should remain relatively stable," A. H. Burchfield, president, Joseph Horne Co., Pittsburgh, advised the bakers. He noted that the margin of markup has remained about the same for the last decade but that the cost per transaction has increased substantially while the number of sales per sales person has remained static.

In this connection he cautioned the bakers to study machinery possibilities and all other aspects to get a better per sale per hour average from sales help. He further advocated a careful screening of employee prospects, an attempt to attract the better type of sales help and selling the advantages of working in the industry.

Forum on Production Methods a Success

The afternoon session May 8 was given over to a round table and open forum discussion on "Looking and Planning Ahead with Better Production Methods," with R. F. Dunkelburger, Bergman's Bakery, Millvale, Pa., as moderator.

The first speaker was Otto Berchtold, Berchtold Bakery, Westwood, N.J., substituting for John Benkert, Benkert Bakeries, Inc., Long Island City, N.Y., on bakery production management. Mr. Berchtold urged the necessity for supplying bakers and bakery employees with the proper tools for the efficient carrying out of their production task. Convenience in plumbing and shop equipment, good light and ventilation, as well as proper layout were called vital parts of successful retail bakery operations so often lacking in small bakeries.

"I have seen so much criss-cross traffic that I wonder why the new men don't get dizzy," Mr. Berchtold said. Proper channelling from mixing to make-up, to proofer, to oven, to finishing will systematically channel all operations for extreme efficiency, it was pointed out.

Carroll Cole, Cole Bakeries, Inc., Muskegon, Mich., speaking on production costs, opened his portion of the program by saying, "There seems to be a limit to what people will pay for a certain bakery item. The baker should study what can be sold at a profit."

"We should pay ourselves the same amount as another company would pay for the same job and the same hours," Mr. Cole pointed out. "It should be paid before the profit is figured."

A discussion of the production of frozen baked goods by Charles Oswald, Oswald Bakery, Chicago, was accorded considerable interest by spectators at the meeting, with Mr. Oswald pointing out that a freezer can save the retailer both time and money.

Oven-finished cakes particularly can be baked in large numbers when frozen, Mr. Oswald pointed out, saying that nearly all bakery products will remain fresh after thawing and will stay fresh longer even without protective wrapping.

One of the most important reasons for the retailer's adoption of frozen baked goods is the efficiency with which slack periods are utilized, Mr. Oswald concluded.

William F. Thie, Virginia Bakery, Cincinnati, aroused considerable interest with his discussion of "How to Sell Decorated Cakes."

"The decorated cake is one item which belongs to the retailer and is a natural for increased profits in almost any retail shop," Mr. Thie said. "It is an expression of the individual bakers' artistry—and the decorator should be proud of his work. This

possibility for self-expression in decorating cakes will pay off in sales."

Mr. Thie recommended that a suitable place for the prospective bride to order her wedding cake is a "frill" which will pay off in increased sales and consumer satisfaction. Under some conditions, he pointed out, a special room with refreshments and the proper atmosphere can increase wedding cake business up to 50%. He recommended that bakers interested in wedding cake business watch newspapers for wedding announcements and make complete catalogs of specific types of cake available for weddings.

H. B. Goodbrand, Woman's Bakery, Ltd., Toronto, Ont., speaking on "Producing Better Coffee Cakes," pointed out that new coffee cake lines are usually off-shoots of good coffee cake formulas which have produced satisfactory sales in the past. The speaker told of different varieties which can be developed with unusual toppings for good consumer acceptance.

A formula for "producing cakes that sell" was developed by William Schonleber, Aunt Jennie's Bake Shoppe, Rochester, N.Y. Answering the question "What have I got the housewife hasn't?" Mr. Schonleber showed his formula for greater cake business, "Machinery, Ingredients and Professional Talent."

"The machinery available to the retail baker will enable him to mix his flour and shortening together in the first stage, thus developing much better volume and texture than the housewife can on her mixer," Mr. Schonleber said. "Cakes produced in this fashion will also keep considerably better than the housewives' own effort."

The retailer enjoys a heavy price advantage in ingredients, Mr. Schonleber pointed out with advantages noticeable in the superior type of shortening available to the baker, the high grade cake flour, flavor, eggs and the variety of fruits and other ingredients that the housewife either cannot find at home or which will be too expensive for her to purchase in small quantities.

The most important phase of competition between the housewife and the retail baker can be found in the professional talent of the retailer, the speaker said, with his superior experience. The finishing of cakes using the large number of varieties available from one basic icing was used as an illustration.

The final speaker on the panel was D. W. Newcomb, Newcomb Baking

RETAIL BAKERY SALES UP SHARPLY



WASHINGTON — Sales of retail bakeries during March were 17% higher than during the previous month, according to the monthly report of the U.S. Department of Commerce. In addition, March sales were 12% above those of the same month last year and 7% higher for the first four months of this year than the same period in 1950.

Co., Quincy, Mass. Mr. Newcomb, speaking on "Building Bakery Craftsmen," said that despite modern inventions we still need the old fashioned all around baker—the backbone of the retail industry.

The afternoon panel was followed by a heavy volume of questions sent in from the capacity audience. Questions directed at various speakers pointed out the good consumer acceptance of frozen baked goods, the desirability of hard or soft icings on wedding cakes, summer sales problems, and advertising procedures.

Albert Pleus, Standard Brands, Inc., New York, who played a considerable part in the success of the retail convention through his services as publicity committee chairman, was the last speaker on the program with his introduction of "My Country Is of Thee," a patriotic film produced by Warner Bros., which preceded the final adjournment of the business sessions.

BREAD IS THE STAFF OF LIFE

NORTH DAKOTA BAKING FIRM HOLDS OPEN HOUSE

MINOT, N.D.—Sweetheart Bakeries held open house recently in observance of the anniversary of its founding in Minot 23 years ago. The firm now operates bakeries at Bismarck, N.D., Mandan, N.D., Miles City, Mont., Billings, Mont., and Minot, and has more than 100 trucks traveling in North Dakota, Montana and Wyoming. In 1950 the firm turned out more than 30,000,000 lb. of products.

Plant capacity at Minot is 24,000 lb. in an eight hour shift. The firm, which has 60 employees on the Minot payroll, credits itself with operating the biggest bakery, in square feet of floor space, between Minneapolis and Spokane.

The firm has 12 distribution routes direct from the Minot plant, and eight others are served indirectly by transport trucks.

Sweetheart Bakeries was organized in 1928 when the organization bought out Grams Baking Co. in Minot. Ten years later the firm purchased the Bismarck Bakery Co. and the Midwest Bakery Co. of Mandan, and in 1943 the expansion continued with the purchase of the Blue Ribbon Bakery at Miles City. Two years later the company bought the Purity Bread Co. at Billings.

Warren W. Whitson, president and general manager of Sweetheart Bakeries, was employed by the Russell-Miller Milling Co., until he entered the baking field in Minot. Other firm executives include M. J. Herrick, vice president and sales manager; R. J. McDonnell, vice president and manager of the Minot plant; Harold Barth and Arthur Miller, vice presidents; Ruben Tellinghusen, secretary-treasurer; Paul Raber, assistant secretary-treasurer and mechanical superintendent; Leslie Miller, director.



OBSERVE ANNIVERSARY—Executives and plant officials of Sweetheart Bakeries, Minot, N.D., were hosts at an open house recently in observance of the firm's 23rd anniversary. In the illustration above, left to right, back row, are W. W. Whitson, president and general manager; Paul Raber, mechanical superintendent, all plants, and P. L. Verduin, Billings, Mont. Bottom row: H. V. Barth, manager at Bismarck, N. D.; R. J. McDonnell, manager at Minot; Paul Anderson, superintendent at Minot, and George Marbeck, manager at Mandan, N. D.



AT MINNESOTA CONVENTION—One of the social highlights of the annual convention of the Associated Bakers of Minnesota in Minneapolis recently was the baker allied luncheon, featuring the St. Paul Winter Carnival queen, Audrey Sheahan (left) and the Minneapolis Aquatennial queen, Helen Jane Stoffer (right). T. J. Mahlke, Mahlke Baking Co., Winona, president of the state association, is shown above as he presented cakes to both queens. The beautifully decorated cakes were designed and executed by Ove Mathisrud, Mathisrud Bake Shop, Minneapolis, past president of the Associated Bakers of Minneapolis and this year's convention program chairman.

Minnesota Bakers Hear About Increased Sales Possibilities

By W. E. LINGREN and F. W. COOLEY, JR.
Editorial Staff of The American Baker

MINNEAPOLIS—A look ahead at future problems and detailed discussions of current ones featured the 33rd annual convention of the Associated Bakers of Minnesota held at the Hotel Radisson here May 14-15. Approximately 600 bakers, allied tradesmen and their wives attended the convention sessions and activities, according to J. M. Long, secretary of the association.

T. J. Mahlke, Mahlke Baking Co., Winona, president of the association, appeared as the opening speaker of the afternoon session May 14. Mr. Mahlke reviewed the past year's activities of the association and called upon the members for continued support of the group's program in the future.

Fred L. McKinnon, Continental Baking Co., Minneapolis, chairman for the afternoon session, introduced Phillip A. Grau, Red Star Yeast & Products Co., Milwaukee, who delivered an inspirational address on Americanism. Mr. Grau pointed out that the "world is divided into two opposite camps." He reviewed the growth of Communism and the results of its spread. Citing the internal threats to the democratic way of life in the U.S., he decried the growth of governmental interference in this nation's economy and urged citizens to be alert to these threats to protect their democratic rights.

Representatives of the regional division of the Office of Price Stabilization told the bakers how the maximum price regulations currently affect operations of the baking industry. The OPS representatives pointed out that there was not yet a specific price regulation dealing with bakery products but that such an order would no doubt be issued sometime in the future.

A. R. Fleischmann, Standard

Brands, Inc., New York, talked to the convention on the subject, "Selling America Long." Mr. Fleischmann cited the importance of increased productivity to build the strength of America's economy during this nation's period of expansion to meet the war emergency. He urged that a greater sales effort be made to sell what the nation produces. For the third time in a lifetime, he said, the baker has "another great opportunity to step into the role as a supplier of the housewives' favorite desserts" as women leave the kitchen for work in war industry.

"The baker again has the opportunity to establish commercially baked products as quality desserts and to establish a demand that will last after this emergency is over," he said.

He emphasized importance of quality in establishing this long-term demand. He praised the Bakers of America Program for its role of solidifying the gains made by the industry during World War II and he urged the bakers to continue a strong merchandising effort.

Mr. Fleischmann pointed out that the answer to production problems lies in increased sales, increased efficiency in sales and better over-all management.

"A well-trained, happy organization is the key to the operation of a successful business," he said. "We've got to eliminate the frills but the one thing we can't afford to eliminate is quality, because quality is the key to increased sales."

Final speaker on the program of the opening session was William Markwardt, Markwardt's Quality Bakery, Joplin, Mo. He stressed the importance of energy, perseverance and enthusiasm in making a success in the baking business. He cited the tremendous changes which have oc-

curred in the past and are occurring today in America.

Mr. Markwardt warned his audience against unwise expansion plans.

"It is far better to run one bakery and run it well than to have a flock of bakeries and lose business strength," he said.

Urged Strength in Cash

He advised bakers to stay strong in their cash position and he reported his own experiences on the value of a good accounting system in a wholesale baking operation.

Citing the opportunities that exist in the baking industry, Mr. Markwardt stressed the importance of personal contacts in building a dominant business organization in a local market.

"As long as you can adjust yourself to change you are a young man regardless of your age," he pointed out.

Morning and afternoon sessions May 15 were devoted to production problems and suggestions with bakery servicemen conducting demonstrations and round table discussions.

William Broeg, representing International Milling Co., Minneapolis, presented a production session on variety cakes, the morning of May 15. Featured was International's "Lady Orchid" cake.

A round table for wholesale bakers also was held the morning of May 15, with Mr. Mahlke serving as chairman.

Hugo Schuh, Dutch Bakery, St. Paul, served as chairman of the closing session the afternoon of May 15. Featured was a panel of production men under the direction of A. J. Vander Voort, technical editor of The American Baker and head of the Dunwoody Baking School, Minneapolis.

Frank Jungewaelter, bakery service director for the Whitson Products division of the Borden Co., Chicago, discussed "Opportunities in Cheese Cakes." Mr. Jungewaelter offered several samples of cheese cakes for inspection by the audience.

Frank Helmer, Wesson Oil & Snowdrift Sales Co., New York, presented a discussion of variety cakes and icings.

William E. Doty, California Raisin Advisory Board, Fresno, Cal., discussed "What's Ahead in the Baking Industry." He offered formula suggestions for bakery products featuring raisins and answered several questions from the floor.

Final speaker on the production panel was George Chussler, Bakers Weekly, Chicago. Mr. Chussler reported on the opportunities in "Frozen Baked Goods." He discussed the use of freezer units in the operation of a retail bakery. He pointed out the many advantages that such a freezer unit would offer in a retail bakery in overcoming uneven production problems and in eliminating waste which would otherwise result

BAKING HELPS

from The American Baker's Reader Service Department

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A new publication written especially for the route salesman and managers interested in this method of distribution.

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A valuable textbook for bread sales supervisors, managers and owners. Sections on interviewing prospective salesmen, record keeping, advertising.

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Another book by A. J. Vander Voort, and a handy source of up-to-date and practical formulas on the production of cakes and pastries with which the baker can increase sales and improve his product's quality.

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Reprints Available:

WHAT ABOUT BROWN 'N SERVE?

By Harold K. Wilder

The current status of the revolutionary baked product introduced little more than a year ago and now a standard item for the retail and wholesale baker. Reprinted from The American Baker for January, 1951.

10 cents

ORDER FROM

Reader Service Department
The American Baker
118 South Sixth Street
Minneapolis 2, Minnesota

from circumstances beyond a baker's control.

Directors Elected

Election of the following as directors of the Associated Bakers of Minnesota was announced by Mr. Mahlike:

Joseph M. Tombers, Purity Bakeries Corp., St. Paul, director-at-large; Carl Bergquist, Zinsmaster Baking Co., Minneapolis; Alois Eibner, W. Eibner & Son, Inc., New Ulm, and Hugo Schuh, Dutch Bakery, St. Paul.

Officers of the Association will be elected by a mail vote.

The annual banquet was held the evening of May 14 with Val Bjornson, treasurer of the state of Minnesota, as featured speaker. The allied trades' "Hoo-Pee-Par-Tee" was the closing entertainment feature of the convention the evening of May 15.

A luncheon for bakers was held at noon of the opening day with H. R. Alton, Pan-O-Gold Bakery, Pipestone, Minn., as chairman, and a luncheon for representatives of the allied trades was held that day with Wes Fesler, head football coach of the University of Minnesota, Minneapolis, as featured speaker.

The combined baker-allied luncheon was held May 15, with W. E. Lingen, The American Baker, Minneapolis, president of the Minnesota Allied Trades of the Baking Industry, serving as chairmap. R. H. Hansen, Standard Brands, Inc., St. Paul, was in charge of arrangements for the program of this luncheon which included appearances by the commodore and queen of the Minneapolis Aquatennial and the king and queen of the St. Paul Winter Carnival.

Ladies attending the convention were entertained at luncheons on both May 14 and May 15.

ARBA Sidelights

(Continued from page 13)

Corporation of America; Durkee Famous Foods; Franklin Baker division of the General Foods Corp.; General Mills, Inc.; Henry & Henry, Inc.; International Milling Co.; Jelke Good Luck Products; Lady Mary, Inc.; J. R. Lloyd Co. (The Columbus Showcase Co.); National Yeast Corp.; Ph. Orth Co.; Pillsbury Mills, Inc.; Pittsburgh Display Co.; Procter & Gamble; Red Star Yeast & Products Co.; Russell-Miller Milling Co.; Shane Uniform Co.; Standard Brands, Inc.; Swift & Co.; Wesson Oil & Snowdrift Sales Co., and Ray L. Yount, McCray Refrigerator Co.

The top social event of the ARBA convention was the President's Re-

ception and get-acquainted party in a grand ballroom of the hotel the evening of May 6. A capacity crowd overflowed to the mezzanine of the ballroom. Dancing and entertainment, as well as fine refreshments, got the convention off to a rousing start.

Paul M. Baker, Jenny Lee Bake Shop, McKees Rocks, Pa., was "everywhere" during the convention as he fulfilled his duties as general convention chairman. In addition, Mr. Baker played a large part in the success of the television show publicizing the enrichment anniversary and the ARBA convention.

A special edition of the Pittsburgh Sun Telegraph carried the headline "Retail Bakers Elect Godde as President." Attractive models recruited from the bakery display room distributed the "extras" for \$1 an issue. The money derived from the sale of this special convention edition went toward the purchase of five tons of wheat to be donated to India.

During the opening, Louis J. Dutt, Dutt's Bakery, Pittsburgh, received unanimous authorization from the ARBA members for the purchase of five tons of wheat, to be donated to India for relief feeding. Substantial contributions were received before the close of the session, and the "kitty" was further swelled by the proceeds of the sale of the special convention issue of the Pittsburgh Sun Telegraph.

Extra curricular activities during the convention included trips to the Pittsburgh Vocational Bakery School and local bakeries. The ladies were entertained by a sight-seeing trip of Pittsburgh and luncheon at the Monte Carlo Club.

Throughout the convention, attendance in the meeting room was excellent. Sharing with the excellent program in fostering this fine attendance was a practice of holding prize drawings at the end of each session, donating radios, fountain pens, and other valuable prizes to bakers holding lucky numbers. Lou Allsen, Swift & Co., was in charge at the prize drawing.

The Retail Master Bakers Association of Western Pennsylvania was host to the visiting presidents and secretaries of local and state associations attending the convention at luncheon May 8. Mr. Dutt, Mr. Godde, and Karl Baur, Liberty Baking Co., Pittsburgh, and president of the

American Bakers Assn., Chicago, were featured at the luncheon. Conrad Schoemer, Schoemer Bakery, president of the Western Pennsylvania group, and Theo. Staab, secretary of the Pennsylvania Bakers Assn., took part in the luncheon. Frank Andrews, Stover & Andrews, Pittsburgh was chairman of the luncheon committee, assisted by Edward Dietz, Dietz Bakery, Beaver, Pa.

Conrad Schoemer was also chairman of the annual banquet and dance the evening of May 8, with Jack R. Lloyd, J. R. Lloyd Co., as co-chairman. The banquet got under way with cocktails followed by the banquet and entertainment, with dancing terminating the evening.

Theo. Staab, secretary of the Pennsylvania Bakers Assn., acted as chairman of the registration committee, assisted by Trudy Schurr, secretary of the association with headquarters in Chicago. They were assisted by Frank Mandl, Mandl Bakery, Avalon Pa., and Jack McLaughlin, Jack McLaughlin Co.

The main lobby of the convention floor of the hotel was featured by a ARBA membership booth, pointing out the fact that "ARBA Membership Pays... It Doesn't Cost." Waneta Blout, National Bakery Suppliers Assn., was in charge of the booth, being assisted by officers and directors of the association.

The National Bakery Suppliers Assn., held a luncheon May 8. Phil Orth, Ph. Orth Co., Milwaukee, president of the association, presided over the informal discussion of business problems facing the suppliers. J. R. Lloyd, Jr., J. R. Lloyd Co., Pittsburgh, was chairman of arrangements for the meeting.

Nearly 300 bakers and allied tradesmen attended the allied trades luncheon, with John F. Byrnes, Byrnes & Kiefer, as chairman. James Q. du Pont, E. I. du Pont de Nemours & Co., discussed the spokes in a company's wheel of success, and was thanked personally by many, following the luncheon, for his sincere contribution toward improving any business scope and profit.

The bylaws of the ARBA were changed to do away with the office of chairman of the board of directors and to authorize the three immediate past presidents to serve as the nominating committee. Four allied advisory directors were authorized to serve as ex-officio members of the board of

WANT ADS

Advertisements in this department are 15¢ per word; minimum charge, \$2.25. Add 20¢ per insertion for forwarding of replies if keyed to office of publication. (Count six words for signature.) Situation Wanted advertisements will be accepted for 10¢ per word, \$1.50 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads \$7 per inch per insertion. All Want Ads cash with order.

BAKERIES FOR SALE

BAKERY IN SUBURB OF DETROIT—REvolving oven, brick building 24x100, Irvington, Mich. Center Line Pastry Shop, 24906 Van Dyke, Center Line, Mich.

BAKERY, WESTERN PENNSYLVANIA, specializing in Do-nuts, retail outlet, wholesale possibilities, real estate included, price \$23,000, corner location. For details write or call Weldon P. West, Realtor, 136 S. Main St., 'phone Butler 74039.

BUSINESS OPPORTUNITIES

SHOPPING CENTER

Largest in Minnesota at St. Louis Park—needs pastry shop—70,000 pop. draw—location between Red Owl Super Mart and W. T. Grant Shopping Centers, Inc., 316 National Bldg., Minneapolis, Minn.

CELLOPHANE BAGS

We manufacture plain or printed. Guaranteed quality. Quick delivery. Samples and prices sent upon request. Excelsior Transparent Bag Mfg. Co., 4061 White Plains Ave., Bronx, N. Y. Phone: Olinville 4-5909.

MACHINERY FOR SALE

TWO DCA MODEL-A DONUT MACHINES in good condition. Atlas Baking Company, Richmond, Va.

MACHINERY WANTED

WANTED TO BUY — RICHARDSON scales, bag closing machines and other good mill, feed and elevator equipment. J. E. Hagan, 1522 E. High, Jefferson City, Mo.

directors. Each director shall be elected for two years and no director shall succeed himself. The president was named to be the presiding officer of the board of directors.

MOLDS

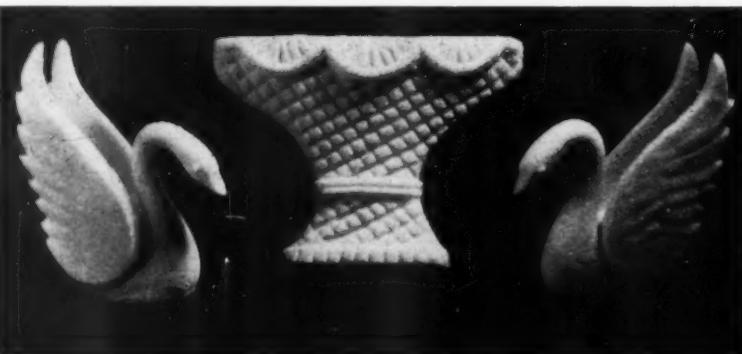
FOR ALL OCCASIONS

See Your Local Baker Supply House

If he cannot supply you with these molds, write us direct.

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GUM PASTE
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SWAN MOLDS
NOs. 205 and 206
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These molds will add to your cake

Vandergrift, Pa.

... **BE SURE**

with

**PERFORMANCE
FLOURS**



Consumer's confidence in your bread depends upon day-after-day quality.

PERFORMANCE FLOURS, control-milled from choicest bread wheats, assure that dependable uniformity—throughout the year.

You're sure of top quality results and economical production with uniform, trouble-free PERFORMANCE FLOURS.

Fine Flours are the Foundation of the Baking Business

KANSAS FLOUR MILLS COMPANY
KANSAS CITY

Division of Flour Mills of America, Inc.

Firm Suggests Ways to Save Cellophane During Emergency

NEW YORK—A series of suggestions for conserving cellophane during the emergency has been released by the Sylvania division, American Viscose Corp. The suggestions, which follow, are intended to avoid any decrease in numbers of sales and to provide maximum economy of operation, the company said.

● Review wrapper size requirements carefully. Carefully check the size of folds and overlaps on all pack-

ages. A $\frac{1}{4}$ or $\frac{1}{2}$ in. lap saved on one or both dimensions of the cellophane sheet may effect a considerable saving percentagewise. Change the type of sheet being used, if necessary. Diagonal-wrap of the proper size for a square, fairly flat item may not only use considerably less film than a standard rectangular wrap, but will also provide a neater, quicker wrap in hand packaging.

● Use 300 weight film and bags instead of 450 wherever possible. This will automatically increase your film supply by almost 40% in the sizes affected. Naturally, it is necessary to check carefully for increased

package breakage. This practice is considered safer in the warmer months of the year.

● Use sheet cellophane rather than rolls for hand-wrapping, thereby eliminating the possibility of tearing off excess film from roll stock.

● Store and use cellophane properly and wisely. Avoid extremes of temperature and humidity in storage rooms. Watch heat-sealing temperatures to avoid scorching the film.

● Always select the smallest tray or carton practicable, to avoid overwrapping an area larger than the product itself requires.

● When wrapping machines are used,

roll width and sheet cut-off should be carefully checked to reduce the amount of film used on each package where possible. Rolls should be run right down to the core, and partly used rolls rewound until next used.

● Consider the use of cellophane window-boxes and window-bags and wraps to stretch your cellophane supply.

● Encourage retailers to stack and display cellophane packages carefully to reduce breakage. This is good merchandising any time. Window-boxes, especially, should be carefully arranged so that sharp corners do not pierce the window.

—BREAD IS THE STAFF OF LIFE—

PETERSEN OVEN EXPANDS SERVICE IN THE SOUTH

FRANKLIN PARK, ILL.—The Petersen Oven Co. has announced that it now has direct factory sales and service representation in Tennessee, North Carolina, South Carolina, Georgia, Florida, Alabama and Mississippi.

Claude Miranda, a representative of the firm for 12 years, operating out of New Orleans, will contact bakers in the territory, and William Todd, who has been installing and servicing the firm's equipment for many years, will be permanently located in the area.

—BREAD IS THE STAFF OF LIFE—

ADALBERT VON GONTARD TO HEAD ALL A-B SALES

ST. LOUIS—The appointment of Adalbert von Gontard to a newly created office which will place him in charge of sales of all Anheuser-Busch, Inc., products, has been announced by August A. Busch, Jr., company president. Mr. von Gontard's title is that of vice president and director of sales. He has previously been vice president in charge of the yeast, malt and corn products division of Anheuser-Busch.

In his new post, Mr. von Gontard will take over the duties of Gus G. Kindervater, who was vice president in charge of the brewery sales division. Mr. Kindervater will remain with the company in an advisory capacity until the end of the year when his retirement becomes effective.

Mr. von Gontard has been with the company for 28 years. He was elected to the board of directors 18 years ago.

Arthur E. Weber will continue as general sales manager of the yeast, malt and corn products division under Mr. von Gontard.



Adalbert von Gontard

MAKES NEW FRIENDS for YOUR BREAD!



HOMEMAKERS are vitally interested in buying the best food for their families. They know the value of milk—buy bread baked with milk for its extra richness and nutrition.

BOWMAN BOWCREST* helps you make new friends and hold steady customers with richer, tastier, more nutritious bread. It helps you, too, because it is specially processed and controlled for uniformity—PRECONDITIONED for best baking results.

Standardize on BOWMAN nonfat dry milk solids for finest quality and maximum consumer satisfaction.



Bud Bowman says:
"Flavor and nutrition are way ahead with BOWMAN'S dry milks in your bread."



*BOWMAN BOWCREST nonfat dry milk solids, PRECONDITIONED with not more than 1.35% specially treated cereal flour.

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**PEACOCK
BIG "S"
GOLDEN BELT
PANCRUST
WONDERSACK
DOUGHBUSTER**

Pennsylvania Town Marks Anniversary of Pretzel Industry

PHILADELPHIA—The little town of Lititz in Lancaster County, Pa., set aside May 9 as Pretzel Day, marking the 90th anniversary of the pretzel industry there. Schools were closed for the occasion and most of the 3,500 population turned out to witness what was regarded as the biggest parade ever to pass through the community's tree-lined streets.

The volunteer fire company had its engines freshly painted for the

celebration to take their place in line with the police department, local business groups and civic leaders. Invited guests included Senator James H. Duff, Governor John S. Fine, William S. Livengood, secretary of internal affairs, U.S. Congressman Paul B. Dague and other Commonwealth officials.

Formal ceremonies were scheduled in front of the W. D. Sturgis plant, birthplace of "The Pretzel That Made Lititz Famous." A plaque dedicated by the National Pretzel Bakers Institute was already in place to be unveiled in commemoration of the humble beginning of the multi-million dollar pretzel business.

Local legend has it that Julius Sturgis was the alert apprentice of baker William H. Rauch in 1861, when an itinerant baker wandered into this Pennsylvania Dutch community. Mr. Rauch befriended the newcomer and, in return, the journeyman worker presented Mr. Rauch with a secret formula for keeping pretzels fresh.

Mr. Rauch, not fully appreciative of the importance of the formula, passed it on to Mr. Sturgis, who then established what is claimed to be the first pretzel factory in the world.

Today this historic plant is still owned by a Sturgis—75-year-old Mrs. Nathan D. Sturgis—but it is operated

by John A. Hubley, Jr. The factory is one of the few pretzel bakeries to continue to twist pretzels by hand, turning out the Lancaster-type.

—BREAD IS THE STAFF OF LIFE—

EGG DRYING, FREEZING OPERATIONS IN DECLINE

WASHINGTON — Production of liquid egg during March totaled 77,020,000 lb., the Bureau of Agricultural Economics reports. This quantity was 34% less than the 116,461,000 lb. produced during March last year and 30% less than 1945-49 average production of 110,720,000 lb. Egg drying and freezing operations continue to be on a smaller scale than a year ago.

Dried egg production during March totaled 2,159,000 lb. Production consisted of 1,571,000 lb. dried whole egg, 369,000 lb. dried albumen and 219,000 lb. dried yolk. Production for the first three months of this year totaled 5,683,000 lb. compared with 20,242,000 lb. during the same period last year.

The quantity of frozen egg produced during March totaled 67,093,000 lb., 14% less than last year's March production of 77,924,000 lb. but slightly more than the 1945-49 average production of 66,924,000 lb. Frozen stocks increased 27 million pounds during March compared with an increase of 43 million pounds during March last year and the average increase of 28 million pounds.

—BREAD IS THE STAFF OF LIFE—

GENE HESLI NAMED TO NEW MULTI-CLEAN POST

ST. PAUL—Gene Hesli has been named sales manager of Multi-Clean Products, Inc., St. Paul, according to N. H. McRae, president of the firm, which manufactures floor maintenance equipment and supplies. Mr. Hesli has been Multi-Clean representative in Chicago, covering several Midwest states. In his new job he will have charge of advertising and sales promotion.

Mr. Hesli, a graduate of the University of Illinois, formerly was associated with J. I. Case Co. Dan McNeely, who has handled the western Wisconsin and eastern Minnesota territory for Multi-Clean for two years, will take over the Chicago and Midwest territory.

Multi-Clean has 13 factory representatives and between 500 and 600 distributors in the U.S. and Canada. The firm does an annual sales volume of almost \$1.5 million.



Gene Hesli

A RECOGNIZED MARK OF EXCELLENCE FOR MORE THAN 70 YEARS



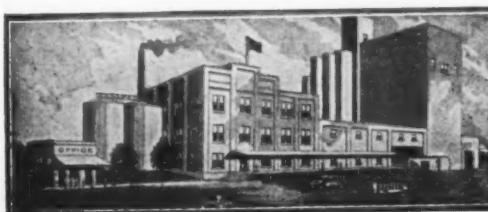
FLOUR FOR PERFECT BAKING



ANOTHER GREAT FLOUR

ON THE eve of a new hard winter wheat crop, it is worthwhile to note that HUNTER flours are backed by wheat storage capacity sufficient for nearly 10 months of milling. Not many mills are in as good a position to buy the wheats of choice baking character and store them for later needs. That's why HUNTER flours have top quality all the time.

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WELLINGTON, KANSAS



ONLY THE HUNTER MILLS BETWEEN THE WHEAT FIELD AND YOUR BAKERY



it's
SEW EASY
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Fulton
FULPRINT
BAGS

Whether you prefer spot label, band label, or band and butt-band label, your product is at its best in Fulton Fulprints! Bags are converted quickly because labels soak off easily.



Mother, daughter, even little sister find new uses every day for Fulton Fulprint Cotton Bags — and no wonder! Fulprint Cotton Bags are popular with farm families because Fulton selects only the finest, the most fashionable patterns and prints. Purchasers appreciate this extra care in choosing gay, colorful prints that are "fashion right" for home sewing. Fulprint bags are converted "sew easy" into hundreds of useful, decorative, and fashionable household items. Package your product in sought-after, in-demand, Fulton Fulprint Cotton Bags... write the Fulton branch nearest you.

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We specialize in strong, well-made bags designed to stand up proudly under all conditions. Sturdy fabrics, stout stitching—and sixty-six years of expert know-how in making quality bags.

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When the first atomic bomb exploded in New Mexico, the desert sand turned to fused green glass.

Archeologists digging in the ancient Euphrates Valley uncovered a layer of agrarian culture 8,000 years old, a layer of herdsmen culture much older, and a still older caveman culture. Recently, the explorers reached another layer—of fused green glass.

◆◆◆
Definition of progress: Horse-drawn carriages used to travel an average of 11.5 miles an hour in New York's mid-town traffic. Today the average speed of the automobile being used in the same street is six miles an hour.

◆◆◆
Girl: "I want a lipstick."
Clerk: "What size?"
Girl: "Oh, two rides and a week-end beach party."

◆◆◆
The boss was dictating a letter when he paused a moment to consider the use of a phrase. For a space he wrinkled his brow.

"Miss Simpson, do you 'retire' a loan?"

Miss Simpson let her eyes drop demurely. "No, sir, I sleep with mama."

◆◆◆
A very little boy came home dejected from his first day at school.
"Ain't goin' tomorrow," he said.
"Why not, dear?"
"Well, I can't read 'n' I can't write 'n' they won't let me talk—so what's the use?"

◆◆◆
A pretty university coed was tripping across the campus, when she noticed a good-looking athlete approaching with an interesting look in his eye.
"Look here," he said, "you don't know me, but I've seen you around a lot."

"Yes, I've noticed you, too," she replied demurely.

"Well, are you doing anything special tonight?" faltered the youth.

"Why, no," she said excitedly.
"What do you have in mind?"

"I thought maybe you'd be free to sit with our baby, while my wife and I go to a movie."

PORTRAIT OF A PIONEER**B-E-T-S**

The ORIGINAL Bread-Enrichment Tablets
Contain Ferrous Sulfate—the highly assimilable form of Iron as an exclusive feature—at no extra cost.

Sterwin Chemicals

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Pioneers in Food Enrichment

*The Standard Others
Strive to Reach*

**WHITE SWAN
FLOUR**

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CORPORATION
MINNEAPOLIS • MINNESOTA

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INDIANAPOLIS, IND., U.S.A.
Manufacture Kiln-Dried
WHITE CORN PRODUCTS
Capacity, 16,000 Bushels

King Milling Company

High Grade Michigan Soft Wheat
Flour, Plain and Self-Rising
Successful Millers for Fifty Years
LOWELL, MICHIGAN

Miner - Hillard Milling Co.

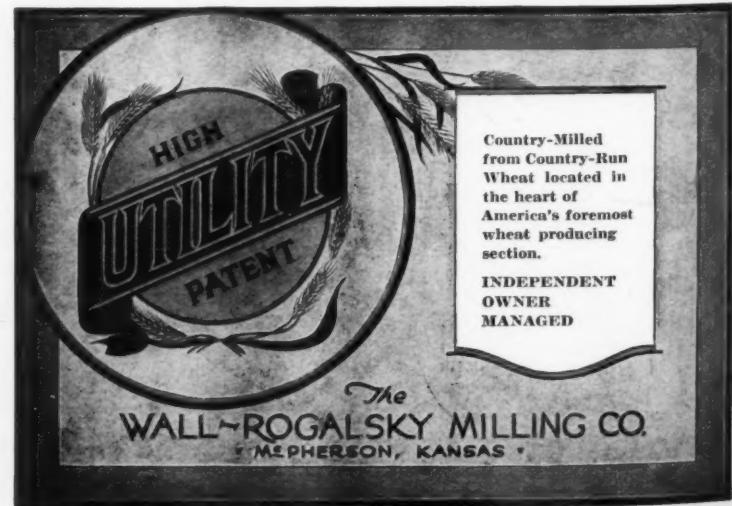
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FANT MILLING CO.

SHERMAN, TEXAS



4 Ways to Reach The related fields of FLOUR, FEED, GRAIN and BAKING

THE NORTHWESTERN MILLER, published weekly, carries the advertiser's message to the large users and distributors of flour. Its editorial content embraces the long chain of processing and merchandising that binds the wheat field to the consumers' table. It is the leading publication of the breadstuffs world.

FEEDSTUFFS—a weekly paper for the feed manufacturer, jobber, broker and dealer—gives its readers prompt information about the products they use, buy and sell. It is the only newspaper of the feed trade. In addition to its paid circulation—largest in the field—selective controlled distribution blankets the industry.

MILLING PRODUCTION is a monthly technical journal for operative millers, cereal chemists and their associates. Its circulation is carefully selected to assure advertisers complete coverage of key personnel in the production departments of the flour milling industry. Its readers recommend what to buy.

THE AMERICAN BAKER, published monthly, brings to the big buyers of the baking industry all the news of the breadstuffs world. It reviews and analyzes the factors influencing the flour market—nerve center for bakery profits. It suggests what to make and how to sell it. Its selective readership makes it a powerful advertising medium.

*The Business Paper Family Serving
the Related Fields of*
FLOUR, FEED, GRAIN & BAKING



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**LEE BAKING CO. OPENS
CORPUS CHRISTI PLANT**

CORPUS CHRISTI, TEXAS—A new modern baking plant was opened to public view recently by the Lee Baking Co. here.

The new plant at 3611 S. Port was built on a two-acre tract at an estimated cost of \$1 million. It has 44,000 sq. ft. of floor space, including a manufacturing area of 22,500 ft., an office area of 18,500 ft., an 8,500 sq. ft. stock room and a garage and loading area covering 18,000 sq. ft.

The building is completely air-conditioned and uses an overhead conveyor system throughout the plant. A 175-ft. plate glass window reveals almost the entire interior to motorists passing along the street.

The three-day open house held by the company featured door prizes which included a 1951 automobile, two Shetland ponies and a gas range. Three different orchestras and other entertainment were featured each evening during the open house.

BREAD IS THE STAFF OF LIFE

**GENERAL BAKING REPORTS
HIGHER NET FOR QUARTER**

NEW YORK—The General Baking Co. has reported a net profit of \$617,863 for the quarter ended March 31. This compares with a profit of \$42,652 for the same period last year.

Earnings per common share after preferred dividend requirements for the quarter just ended were 28¢.

BREAD IS THE STAFF OF LIFE

CLINTON FOODS DIVIDEND

NEW YORK—The board of directors of Clinton Foods, Inc., has declared three monthly dividends of 20¢ a share on the outstanding common stock of the company, payable the first business day of May, June and July. The board also has declared the regular quarterly dividend of \$1.12½ a share on the outstanding 4½% cumulative convertible preferred stock of the firm, payable the first business day of July.

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• INDEX OF ADVERTISERS •

Abilene Flour Mills Co.	19	Gallatin Valley Milling Co.	
Acme-Evans Co.	60	Garland Mills, Inc.	
Acme Flour Mills Co.	41	General Mills Inc.	Cover 4
Amendt Milling Co.	54	Globe Cereal Mills	60
American Dry Mills Institute, Inc.	61	Globe Milling Co.	19
American Feed Co.	67	Gooch Milling & Elevator Co.	25
American Flours, Inc.	6	Green's Milling Co.	54
Ames Harris Neville Co.	24	Greenbank, H. J., & Co.	88
Anheuser-Busch, Inc.	28, 29	Habel, Armbuster & Larsen Co.	88
Arnold Milling Co.	56	Hammond Bag & Paper Co.	
Atkinson Milling Co.	65	Heide, Henry, Inc.	
Bay State Milling Co.	19	Hoffmann-La Roche, Inc.	
Beardstown Mills	24	Hubbard Milling Co.	63
Bemis Bro. Bag Co.	4	Hunter Milling Co.	84
Blair Milling Co.	24		
Blake, J. H.		Imba, J. F., Mig. Co.	48
Blodgett, Frank H., Inc.	60	International Milling Co.	Cover 2
Borden Co.		Ismert-Hincke Milling Co.	7
Bowman Dairy Co.	82	Jaeger, Frank, Milling Co.	77
Bowersock Mills & Power Co.	60	Jennison, W. J., Co.	72
Brey & Sharpless		Jewell, L. R., & Son.	
Broomman Co., Inc.		Johnson-Herbert & Co.	88
Brolite Co.	32	Kansas Flour Mills Company	81
Brown's Hungarian Corp.	72	Kansas Milling Co.	46
Buhler Mill & Elevator Co.	41	Kelly-Erickson Co.	88
Cahokia Flour Co.		Kelly, William, Milling Co.	5
Canadian Mill & Elevator Co.	54	Kent, Percy, Bag Co., Inc.	1
Centennial Flouring Mills Co.	24	King Midas Flour Mills	2
Chase Bag Co.	43	King Milling Co.	86
Chelsea Milling Co.	24	Knighton, Samuel, & Sons, Inc.	88
Chickasha Milling Co.	60	Koerner, John E., & Co.	88
Colborne Mfg. Co.	54	La Grange Mills	56
Coleman, David, Inc.	88	Laminated Bakery Package Research Council	70
Colorado Milling & Elevator Co.	37	Lever Bros.	36
Commander Larabee Milling Co.	8	Lexington Mill & Elevator Co.	72
Consolidated Flour Mills Co.	67	Long, W. E., Co.	3
Crete Mills, The	77	Lyon & Greenleaf Co., Inc.	41
Crookston Milling Co.	60	Lysle, J. C., Milling Co.	60
Dairymen's League Coop. Assn., Inc.	54	Mennel Milling Co.	60
De Lisser, Andrew	88	Mente & Co., Inc.	86
De Stefano, Ulysses	88	Merck & Co., Inc.	34, 35
Dixie-Portland Flour Co.	4	Midland Flour Milling Co.	33
Dobry Flour Mills, Inc.	67	Miner-Hillard Milling Co.	86
Doughnut Corporation of America	64	Minot Flour Mills	77
Douglas Chemical & Supply Co.	67	Mitchell, E. P., Co.	67
Dow Corning Corp., The		Montana Flour Mills Co.	88
Duluth Universal Milling Co.	67	Montgomery Co.	88
Duncan, Wm. C., & Co., Inc.	88	Moore-Lowry Flour Mills Co.	47
Dunwoody Industrial Institute	41	Morris, Cliff H., & Co.	88
Eagle Roller Mill Co.	71	Morrison Milling Co.	60
Eckhart, B. A., Milling Co.	59	Morten Milling Co.	60
Enns Milling Co.	24	Myers, J. Ross, & Son	54
Evans Milling Co.	80	National Cotton Council of America	
Fant Milling Co.	86	National Yeast Corp.	54
Fisher-Falgatter Milling Co.	60	Nebraska Consolidated Mills Co.	56
Fisher Flouring Mills Co.	24	Nehenkis, Peter R., Sr.	
Flour Mills of America	81	New Century Co.	
Ft. Morgan Mills	77	New Era Milling Co.	51
Franco, Francis M.			
Fulton Bag & Cotton Mills	85		

Newton Milling & Elevator Co.	
Noblesville Milling Co.	60
Norton, Willis, Co.	46
Novadel-Agencorp.	Cover 3
Page, Thomas, Milling Co.	
Panipius Company	57
Pearlstone, H. S., Co.	
Peek Bros.	
Penn, William, Flour Co.	88
Pillsbury Mills, Inc.	20, 21
Pletcher & Pollack	50
Preston-Shaffer Milling Co.	24
Prina, Frank R., Corp.	88
Quaker Oats Co.	
Read Standard Corp.	53
Red Star Yeast & Products Co.	49
Red Wing Milling Co.	72
Riegel Paper Corp.	55
Robinson Milling Co.	60
Rodney Milling Co.	40
Russell-Miller Milling Co.	44, 45
Russell Milling Co.	41
Schneider, W. H., Co.	54
Schultz, Baujan & Co.	24
Shellabarger Mills	83
Sheridan Flouring Mills, Inc.	19
Short, J. R., Milling Co.	53
Siebel Institute of Technology	
Smith, J. Allen, & Co., Inc.	50
Spindler, L. G.	88
Springfield Milling Corp.	86
Standard Brands, Inc.	38, 39
Standard Milling Co.	52
Sterwin Chemicals, Inc.	86
Stock, F. W., and Sons	41
Strisk, S. R., Co.	88
Sugar Information, Inc.	69
Tennant & Hoyt Co.	3
Textile Bag Manufacturers Assn.	62
Thompson Flour Products, Inc.	88
Tri-State Milling Co.	50
Union Bag & Paper Co.	
Union Steel Products Co.	42
U. S. Industrial Chemical, Inc.	18
Urban, George, Milling Co.	50
Voigt Milling Co.	
Wall-Rogalsky Milling Co.	86
Walnut Creek Milling Co.	72
Warnego Milling Co.	
Watson Higgins Milling Co.	54
Weber Flour Mills Co.	46
Western Milling Co.	24
Western Star Mill Co.	56
White & Co.	88
Whitewater Flour Mills Co.	67
Wichita Flour Mills Co.	19
Williams Bros. Co.	88
Williams, Cohen E., & Sons	88

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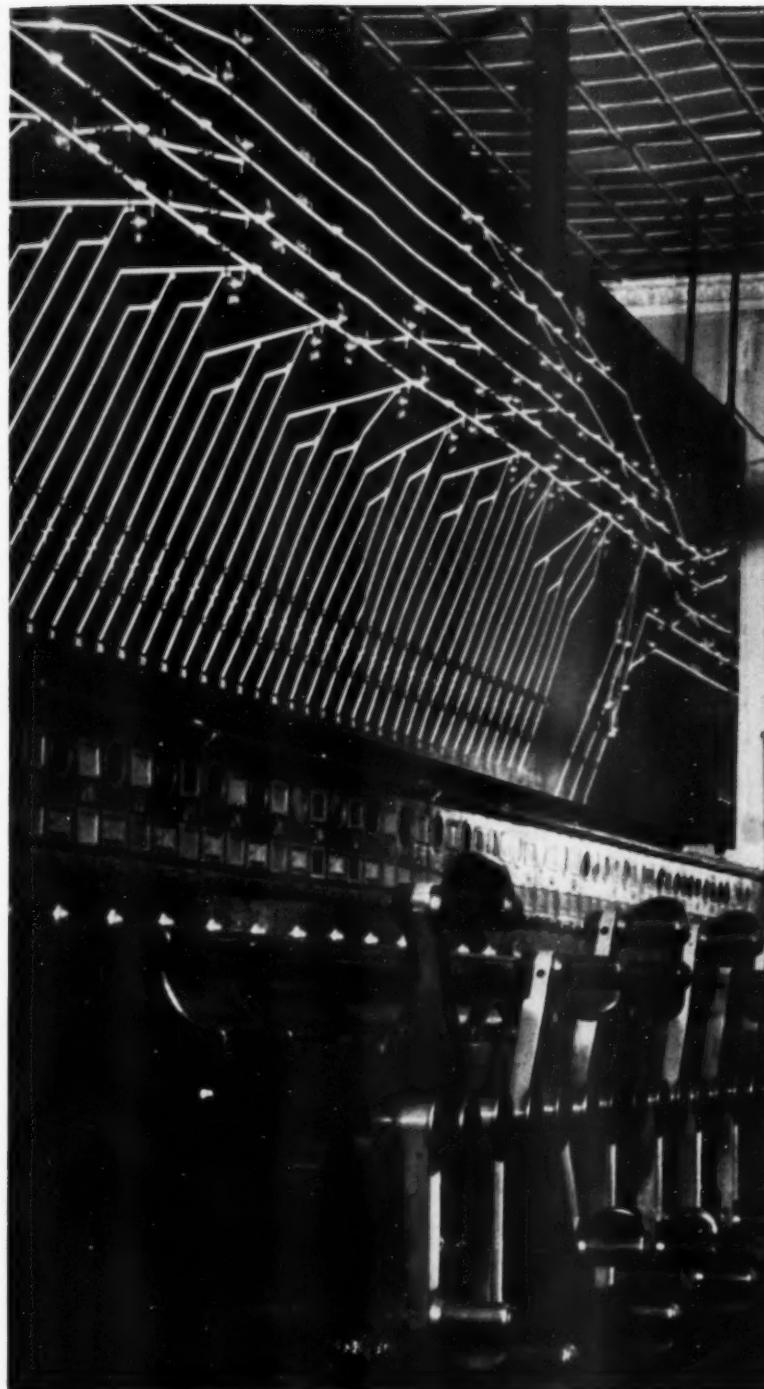
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